



1...2...3

One Hour Affiliate

A Complete Amazon Affiliate
Marketing Blueprint

BY ERICA STONE

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Introduction



Welcome! My name is Erica Stone and I'm a full time affiliate marketer. My main focus has been the Amazon Associate affiliate program for over five years now. I build websites that feature products other people are selling on Amazon in exchange for a commission on any sales I generate.

Even with five years of experience under my belt, I remember exactly how frustrating it was trying to break into this business. Eighty percent of my energy was spent reading and sorting through the multiple, confusing explanations of how to get started that I found online, ten percent of my energy was spent taking misguided action and ten percent of my energy was spent convincing my husband that this wasn't a waste of time.

If there's a mistake to be made, I've made it – but those mistakes only helped me uncover what WORKS.

I want to show you what I wish someone had shared with me 5 years ago.

I want to show you just how simple it is to get started earning commissions as an Amazon Associate.

My email address is Erica@extremereviewer.com and can also be found in the closing section of this book. If you have any questions about what you're doing as you follow the instructions below don't hesitate to contact me. Just reference "One Hour Marketing" and let me know any questions you may have.

How Much Money Can You Make?

Let's cover a basic explanation of "online affiliate marketing" before we get going.

Online affiliate marketing is the process of helping retailers earn more product sales by creating content online that sends prospective shoppers to those retailers by way of special links in the content in exchange for a commission for each sale generated.

Many large retailers have affiliate programs including Amazon, Walmart, Home Depot, and Target.

Amazon's program is by far my favorite of all the retailer affiliate programs for physical products because consumers are so familiar with Amazon that they're not afraid to click on your links or buy from Amazon's site. In addition, Amazon pays you a commission not just on the item to which you linked but on (almost) everything else the consumer buys at the same time.

But...you want to know how much you can make as an Amazon Associate, right?

Can you make \$1,000/month? I've done that!



Can you make \$5,000/month? I've done that!



Can you make \$10,000/month? I've done that!

I don't outsource the work on any of my sites. I don't have a team of people helping me. I enjoy working alone and on my own terms and schedule. I want you to understand that making a living from the Amazon Associate program does not depend on you having a large operation.

Will you make that much money? That's up to you. The strategy in this guide is just one of several that I use but it's one of the easiest and it works. You have to be willing to do the tasks but I'm going to make it as easy for you as possible.

Not Yet an Amazon Associate?

Don't worry – you can STILL do all the steps in this book even if you're not yet an Amazon Associate. I have you covered in the instructions so just keep reading. You need a site in order to apply for your Amazon Associates account so follow all the steps and create your site.

NOTE: Residents of the following states are not currently eligible to participate in the Amazon Associates program - Arkansas, Colorado, Maine, Missouri, Rhode Island, or Vermont. If you live in one of those states you ARE eligible for the Walmart affiliate program (and other programs where the retailer has both online and brick and mortar stores). Whenever the instructions mention Amazon simply refer to Walmart instead.

What You Will Do in One Hour

Making money online is a very simple formula - one you've probably read before if you've spent any time at all trying to do so.

Find a problem – present the solution – get the content in front of the right audience (traffic).



But, Erica, people who want to shop on Amazon don't have a problem, do they? YES, they do! They're looking for a product and not finding it so they're searching Google. You're going to help them find the right product.

And, yes, the steps in this book can all be done in one hour even if you have no prior experience!

You don't need any fancy tools, you don't need to buy anything, you don't need to hire anyone, and you don't need any technical website experience.

When you see how simple this is you're going to want to keep going!

Read through this book and promise yourself you'll actually follow the instructions.

I've laid out every step in such detail that there's no reason you won't be able to do this. There's not a single item left out. Just walk through every,

very thorough step and you're going to walk away with light bulbs going off left and right.

You're going to walk through the steps to start what I call a "gift site" on a free blog platform.

For the sake of this book, a gift site showcases gifts that all fit a specific niche. You might have a site about "gifts for golfers" or "gifts for teachers". (Don't worry – I have a long list of niche ideas for you!)

By using a free blog platform you don't have to spend anything for hosting or a domain name in order to see if you like this method.

Gift sites are a great strategy because people buy gifts all year long. Certainly there's lots of gift shopping around the winter holidays but people buy gifts for many other occasions, too – birthdays, weddings, Father's Day, Mother's Day, Valentine's Day, anniversaries, graduations, and other special events.

The problem you're solving is that experienced by people struggling to find a gift idea for someone who is into a certain hobby, profession, or passion.

My husband is a golfer and although – after years of exposure – I understand the equipment and the game I still never know what to get him when I want to buy him something related to golf.

If I were to build a gift site for the golfing niche, my MAIN keyword would become "gifts for golfers". I'd want the home page of my site to rank for that phrase. To do that, I'd build a site where all the posts had to do with gifts for golfers.

By building up content that is related to my main phrase the home page can eventually rank for the main keyword. In the meantime, all the individual posts will rank for lots of long-tail keywords related to the phrase and bring in their own traffic and sales.

In this book you'll learn EXACTLY how to:

1. Choose a niche for your gift site
2. Set up a free Blogger blog that:
 - a. Looks good on desktop AND mobile devices (mobile friendly)
 - b. Is optimized to rank well in search engines

- c. Doesn't reveal your identity even if you've connected your Google account to a Google Plus profile
- d. Looks nice and clean
3. Find a product to write about
4. Write the content (the words) for that keyword
5. Insert products from Amazon in a way that will improve traffic potential (images will be optimized to rank in Google's Image search engine, too)
6. Publish your first post
7. Get the post indexed in Google in under 2 minutes

Setting up the site is a one-time event.

After that, you'll be able to create a new post using this method in less than 15 minutes!

Choose the Right Niche

The best niches for this strategy fall in one of three categories: HOBBY, PROFESSION (when people in that profession are notoriously proud of being in that profession), or PASSION.

Hobby examples would be:

- Sewing
- Crochet
- Baking
- Golf
- Soccer
- Baseball
- Fishing
- Photography

Profession examples would be:

- Teachers
- Lawyers

- Mechanics
- Firemen
- Police Officers

Passion examples would be people who love anything to do with:

- Sharks
- Butterflies
- Horses
- Rainbows
- The 80s (the 50s, the 60s, the 70s etc.)
- Opera
- Football (fans not players)
- Soccer (fans not players)

The formula for your main keyword depends on your niche type:

- **HOBBY MAIN KEYWORD FORMULA** = Gifts for [hobby] **OR** Gifts for People who [hobby]
 - Examples:
 - Gifts for People who Sew
 - Gifts for People who Crochet
 - Gifts for Bakers
 - Gifts for Golfers
- **PROFESSION MAIN KEYWORD FORMULA** = Gifts for [profession]
 - Examples:
 - Gifts for Teachers
 - Gifts for Lawyers
 - Gifts for Mechanics
 - Gifts for Fireman
- **PASSION MAIN KEYWORD FORMULA** = Gifts for People who Love [passion] **OR** Gifts for [passion] Lovers
 - Examples:
 - Gifts for Shark Lovers
 - Gifts for People who Love Sharks
 - Gifts for Butterfly Lovers
 - Gifts for People who Love Butterflies
 - Gifts for Horse Lovers

It doesn't matter which version of the phrase you choose for your main keyword – there's going to be search volume. You don't have to do any research on the niche or on the search volume. Google will eventually know that your site is a fit for either version of your main keyword.

The BEST niche for **YOU** is one in which you have a personal interest either because you, yourself, enjoy the hobby or profession or because someone with whom you are close enjoys the hobby or profession. This makes it much easier for you to write the content for the posts (although the posts are short so this isn't really difficult). However, the more you know about the niche the more likely you are to use words and phrases that are part of the "language" of the niche. Your visitors will relate more easily to your writing.

Here's a longer list to get you started. Pick one of these niches or come up with your own:

- Gifts for People who Sew
- Gifts for People who Crochet
- Gifts for Bakers
- Gifts for Golfers
- Gifts for Football Players
- Gifts for Football Fans
- Gifts for Soccer Players
- Gifts for Soccer Fans
- Gifts for Baseball Players
- Gifts for Baseball Fans
- Gifts for People who Fish
- Gifts for Photographers
- Gifts for Teachers
- Gifts for Lawyers
- Gifts for Mechanics
- Gifts for Firemen
- Gifts for Policemen
- Gifts for Shark Lovers
- Gifts for Butterfly Lovers
- Gifts for Horse Lovers
- Gifts for People who Love the 50s
- Gifts for People who Love the 60s

- Gifts for People who Love the 70s
- Gifts for People who Love the 80s
- Gifts for People who Love the 90s
- Gifts for People who Love Opera
- Gifts for Music Lovers
- Gifts for Doctors
- Gifts for Hunters
- Gifts for Musicians
- Gifts for Engineers
- Gifts for Boaters
- Gifts for Sailors
- Gifts for Softball Players
- Gifts for Tennis Players
- Gifts for Volleyball Players
- Gifts for Basketball Players
- Gifts for Basketball Fans
- Gifts for Cyclists
- Gifts for Outdoorsmen
- Gifts for Giraffe Lovers
- Gifts for People who Love Penguins
- Gifts for Drummers
- Gifts for Firefighters
- Gifts for Knitters
- Gifts for Architects
- Gifts for Car Lovers
- Gifts for Dancers
- Gifts for Truck Drivers
- Gifts for Whiskey Lovers
- Gifts for People who Love Turtles
- Gifts for History Buffs
- Gifts for Swimmers
- Gifts for Motorcycle Lovers
- Gifts for People who Love Frogs
- Gifts for Bowlers

ASSIGNMENT: Pick one of the niches above or come up with your own.

Setting Up a Strong Blogger Blog

The least expensive way to get content online is to create a free blog using Google's Blogger product (also sometimes referred to as Blogspot). This is a great way for beginners to publish content online because it requires no investment in hosting or a domain name.

There are some downsides to using Blogger – the templates (the designs) aren't always coded to include good on-page ranking factors and while Google is okay with Amazon affiliate links in these blogs you're at their mercy should they ever change their mind.

Google can also decide to delete your blog with no warning. Eventually you should really build your own site on your own domain however using Blogger will let you try out this strategy for free until you're more comfortable building your own site.

You should read Blogger's terms of service before you build a blog with their product. Make sure to adhere to those terms. You can read them here: [Blogger Terms of Service](#).

Here's how to create a brand new Blogger blog with enhanced on-page search engine optimization so it will rank better in Google.

NOTE TO THOSE OUTSIDE THE UNITED STATES: Blogspot automatically redirects to a country specific URL for your blog when it is viewed in some countries. When you build your blog and if you live in one of those countries, the domain you see will end in blogspot.[your country code]. However, the .com version is also created and displayed to users in non-country-specific-URL countries. You can read more about why that is here:

<https://support.google.com/blogger/answer/2402711?hl=en>.

Once you've finished the site set up steps below and IF you want to remove the country redirect, you can follow the instructions here:

<http://www.labnol.org/internet/prevent-blogger-country-redirection/21031/> but only AFTER you've completed my instructions below as I'll be having you change the Blogger template anyway.

This may look like a lot of steps but that's because I've included LOTS of screen shots. It's really nothing more than pushing the right buttons and doesn't take long at all:

1. Go to <http://blogger.com>
2. Register for an account with Google if you don't already have one **OR** log in with your existing Google account
3. Click the New Blog button



4. Enter a generic title for your blog – **DO NOT** use your main keyword as the name of your blog. That's just boring and looks spammy. You're building something of value so give it a cool name. It should relate to your niche in some way but it really doesn't matter much. Your individual posts are going to help your site's home page rank for your main keyword no matter what you call your site. You could do something like Baseball Faves or Butterfly Dreams or Arty Smarty. Make it a name you'd be proud to tell your friends or family. Keep it short, too – otherwise it will be hard for your fans to remember.



5. In the Address field (under the Title field), enter your chosen title with no spaces and no capital letters followed by ".blogspot.com". This will be the URL for your blog's home page. Blogger will tell you if the URL has already been used in which case you'll need to pick something new for the Title field and try the address field again.

Blogs List > Create a new blog

Title Sweet Posey

Address sweetposey.blogspot.com ✓

This blog address is available.

Enter your blog name with no spaces and no capitals in the Address field followed by .blogspot.com. Make sure you see the checkmark letting you know the address is available.

6. Once you have an Address that is available, click on the **AWESOME INC** design in the Template section and then click the Create Blog button

Blogs List > Create a new blog

Title Sweet Posey

Address sweetposey.blogspot.com ✓

This blog address is available.

Template

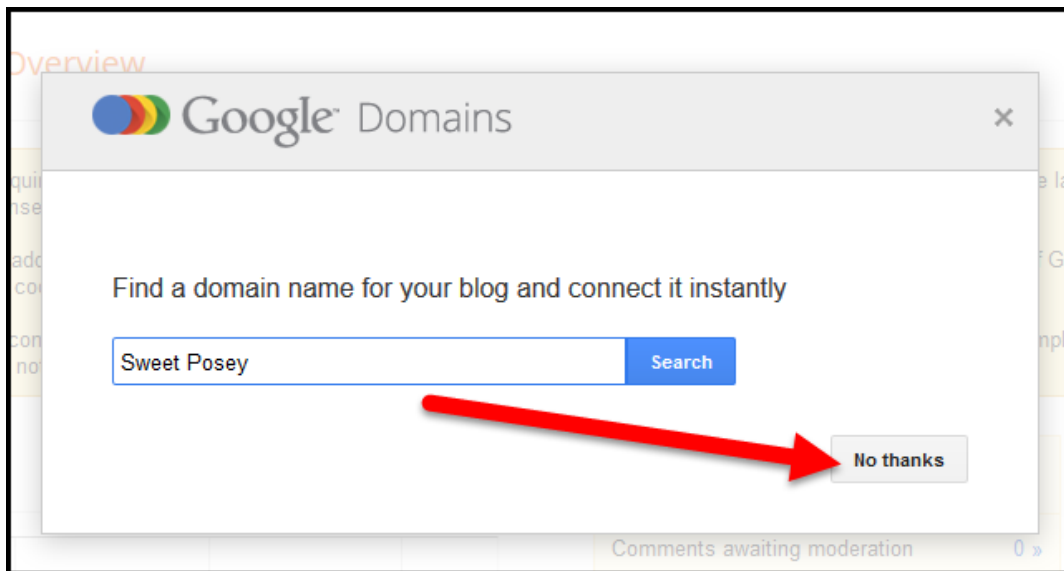
Simple Dynamic Views Picture Window

Awesome Inc. Watermark Ethereal

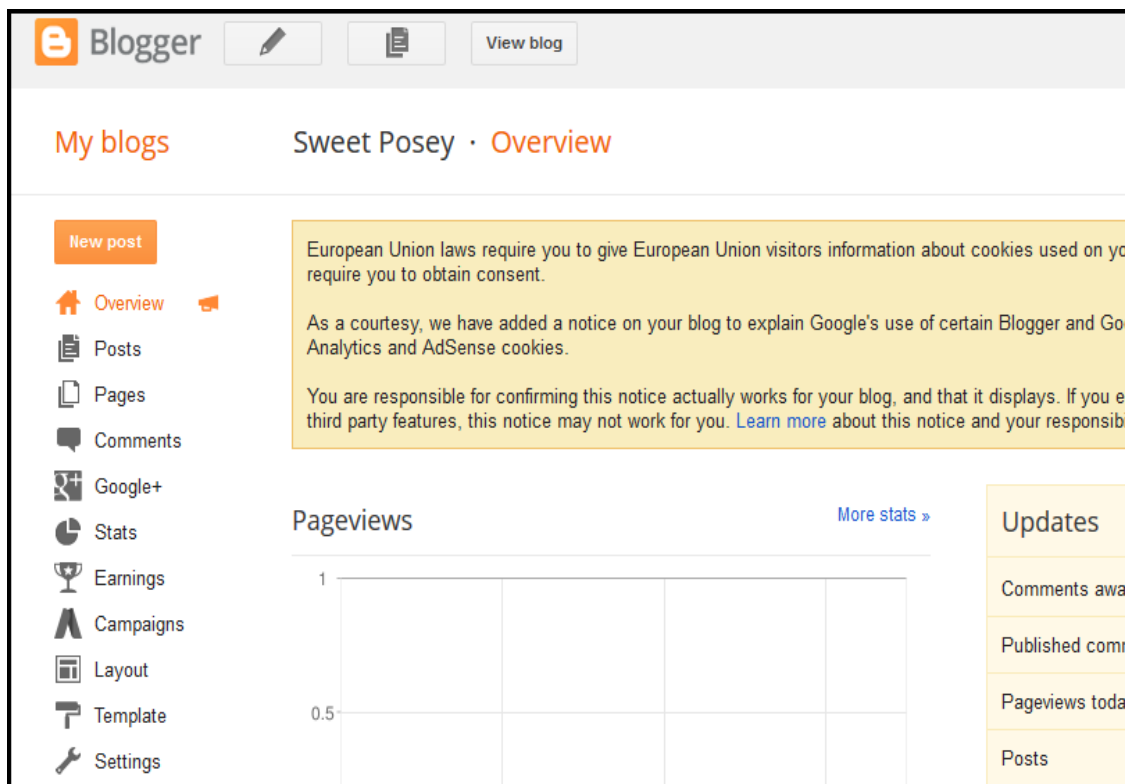
You can browse many more templates and customize your blog later.

Create blog! Cancel

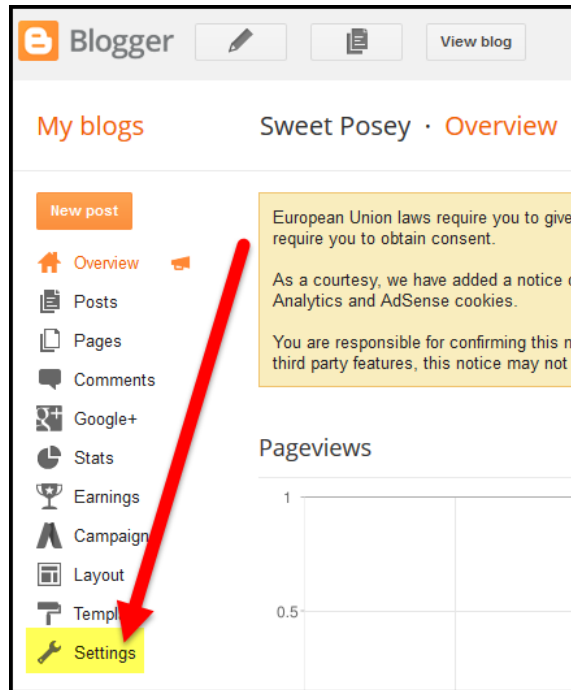
7. Google will try to sell you a domain name – just click the No Thanks button



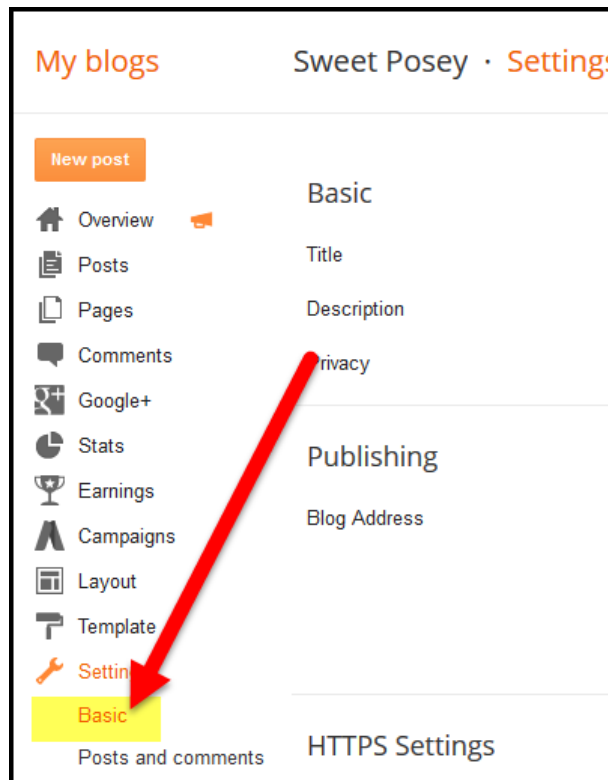
8. You should now be looking at your blog Overview screen



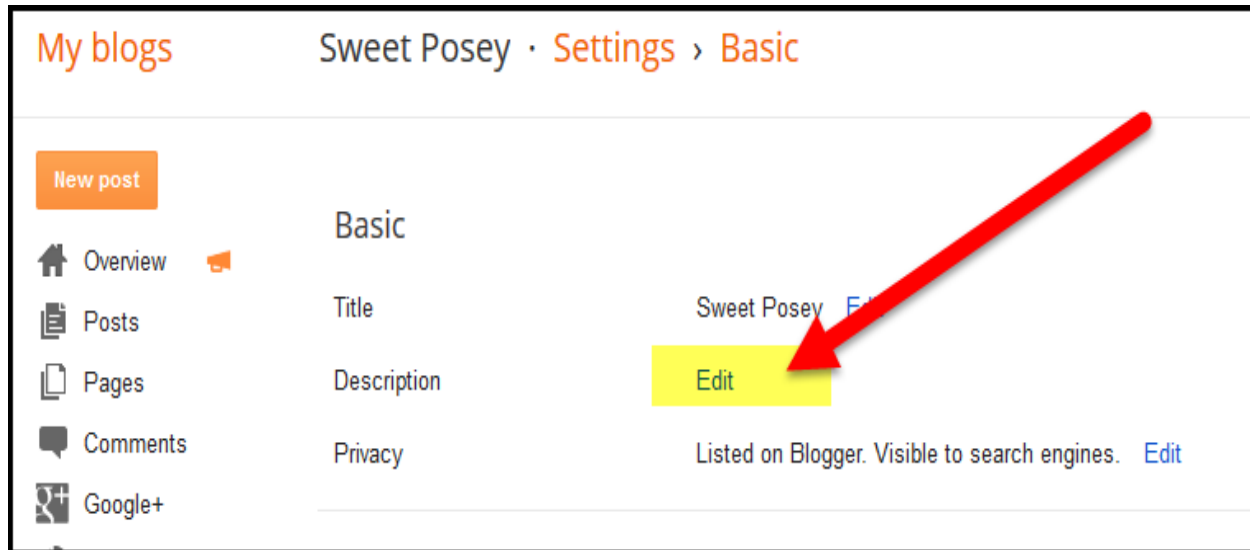
9. Click on Settings in the left sidebar to expand the Settings options



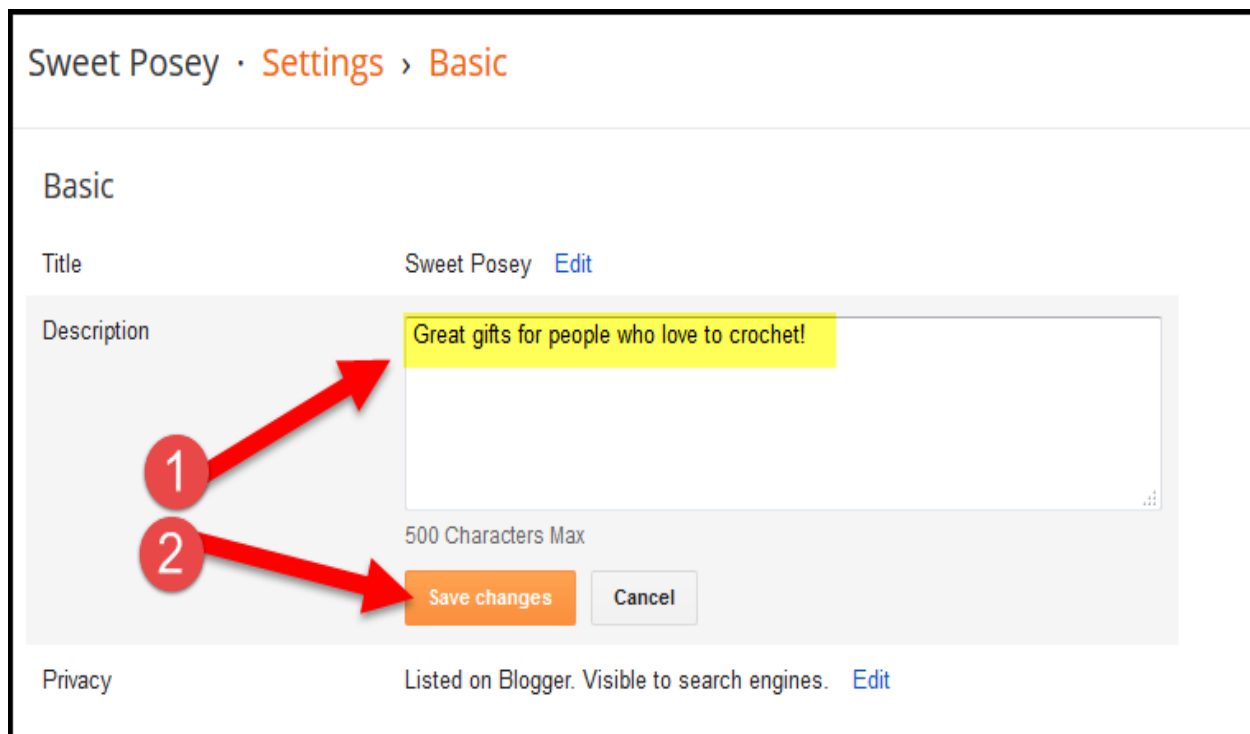
10. Click the Basic link under the Settings section in the left sidebar



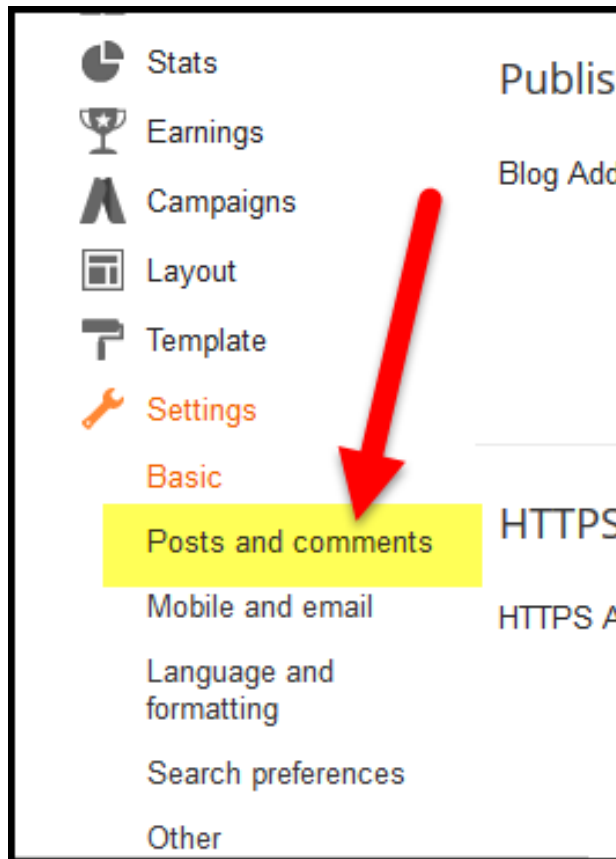
11. Click the Edit button for the blog Description



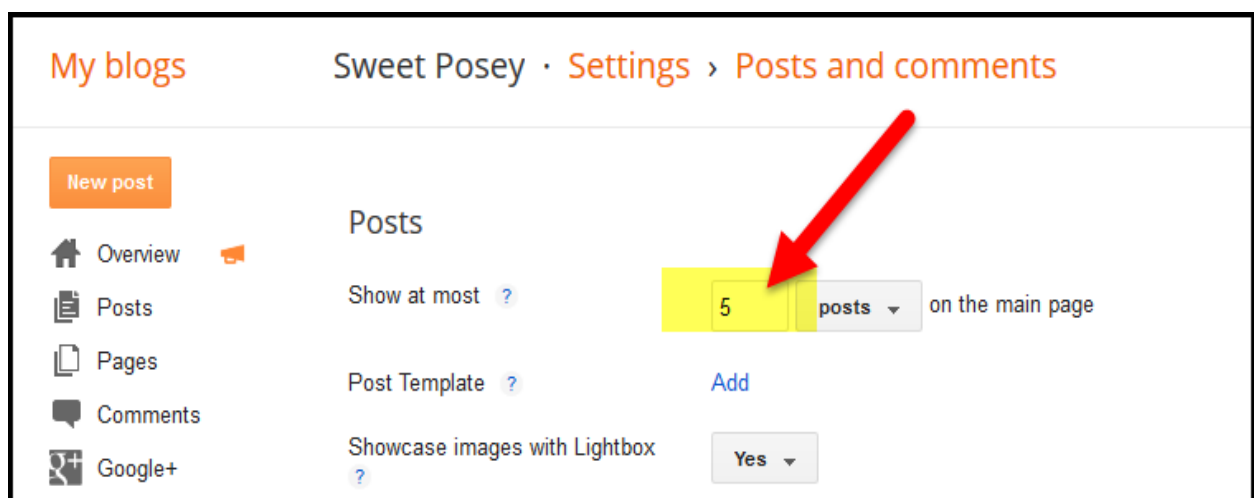
12. In the Description field, enter a short, one line description about your site. Don't over think this – just write something short and sweet like "Great gifts for baseball fans" or "Awesome gifts for people who sew". Then click the Save Changes button.



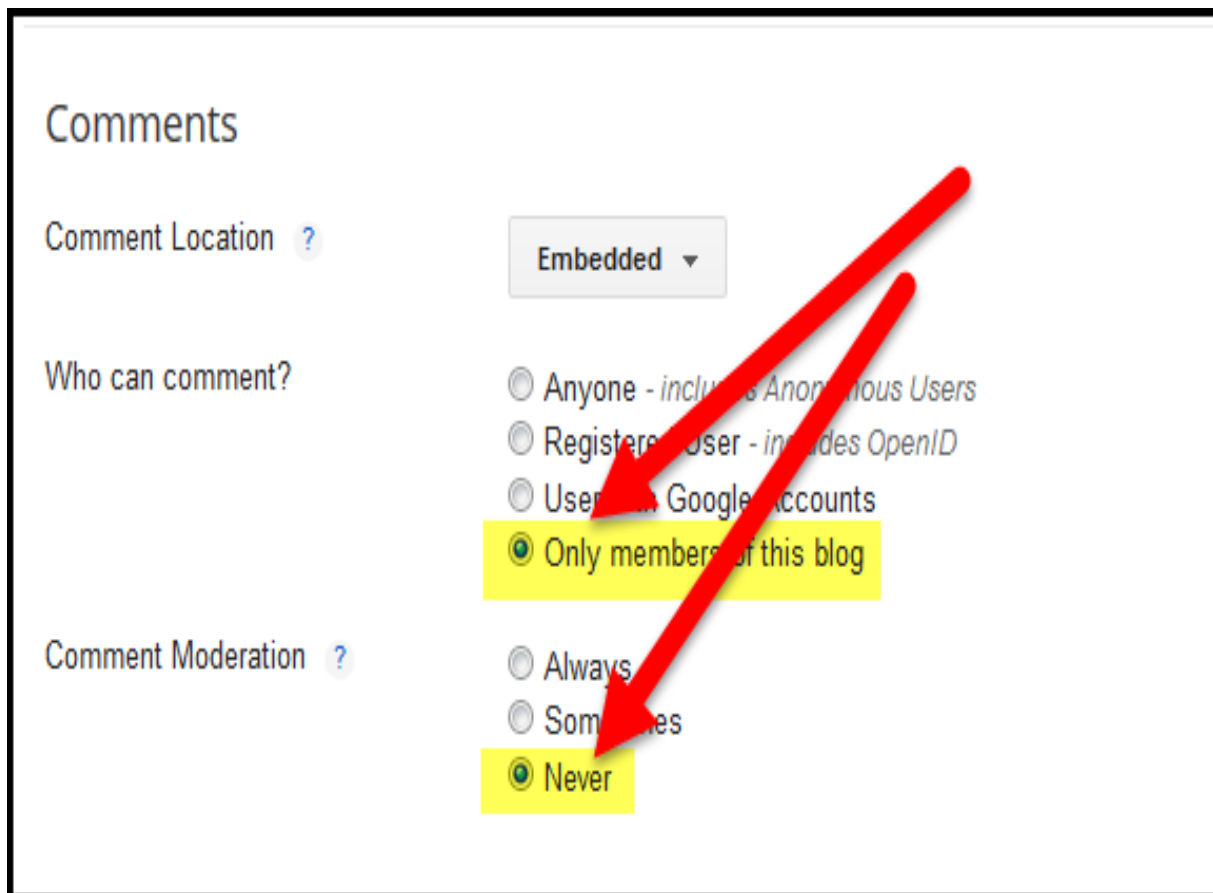
13. Click the Post and Comments link under the Settings section in the left sidebar



14. Where it says "Posts – Show at most" change the number from 7 to 5



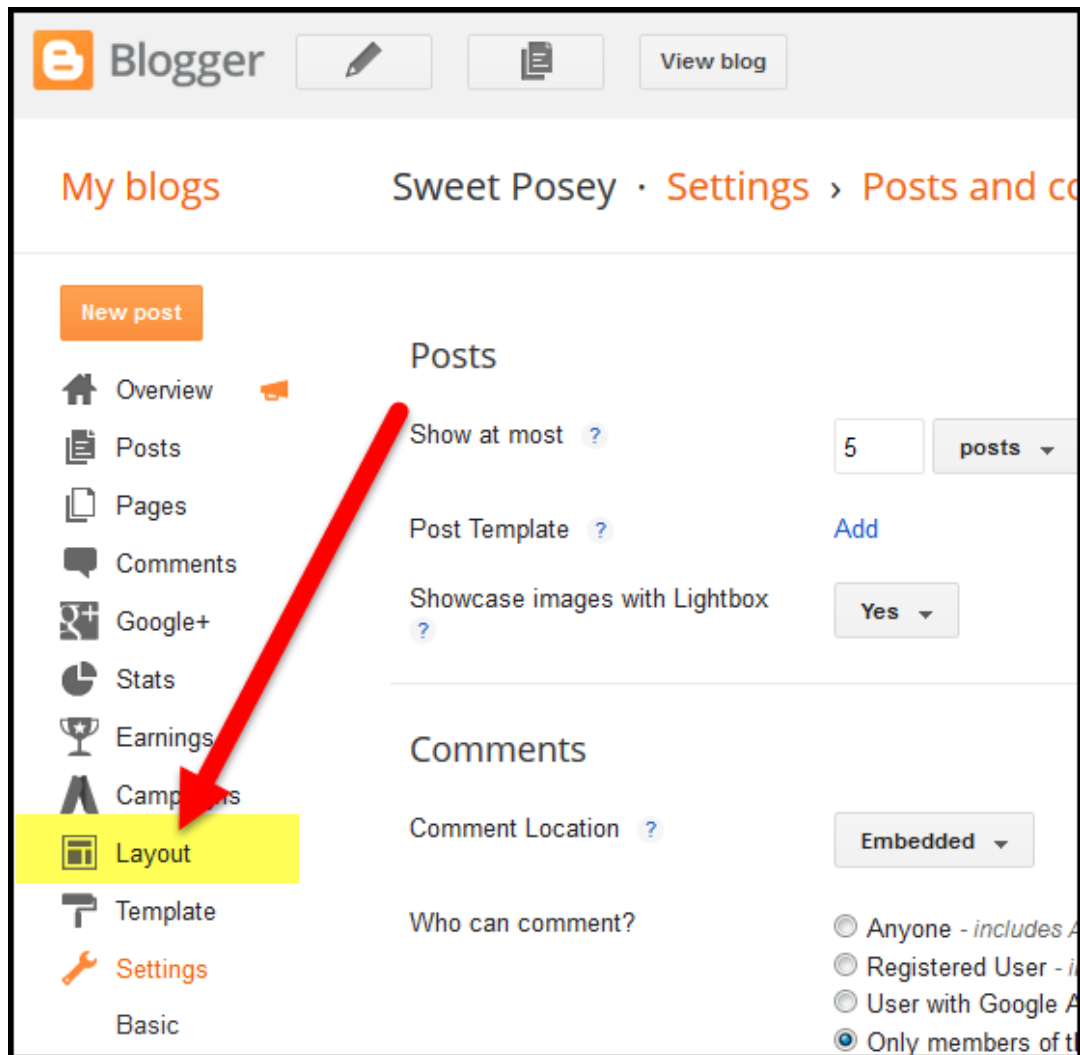
15. In the Comments section change the "Who Can Comment" field to "Only members of this blog" and change the "Comment Moderation" field to "Never". This will prevent visitors from being able to comment and will stop any spam. You can always change these settings later as you grow the site and want to allow interaction with your site visitors.



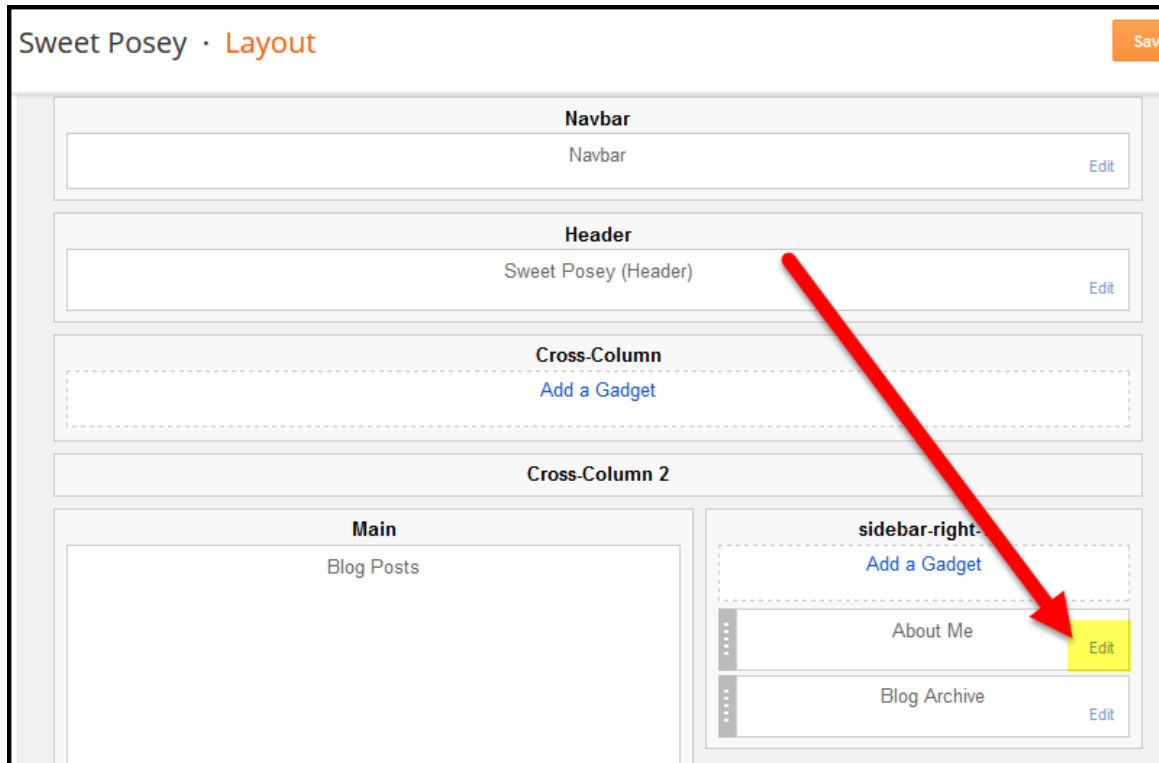
16. Click the Save Settings button in the upper right corner of the screen



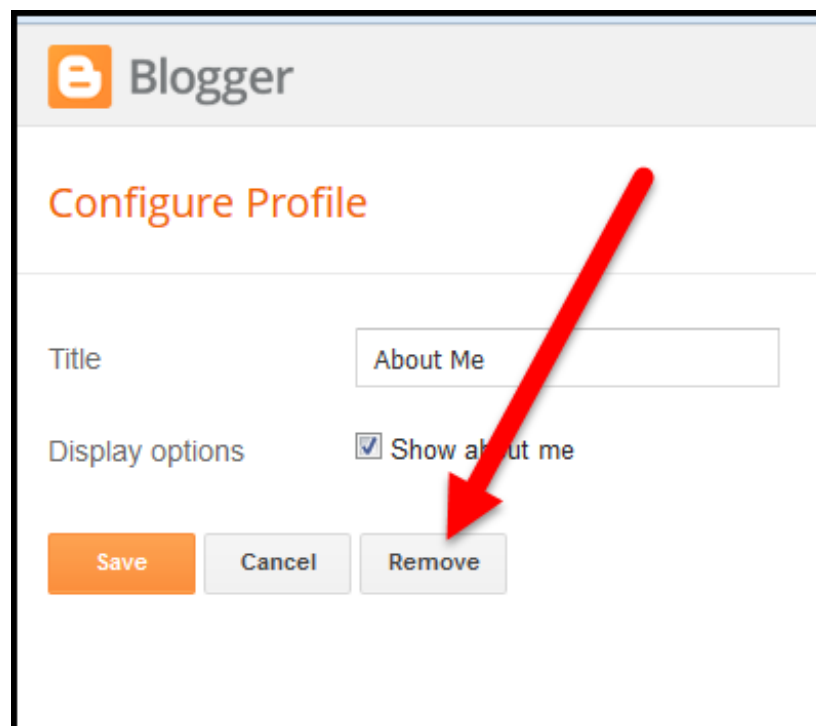
17. Click on the Layout link in the left sidebar



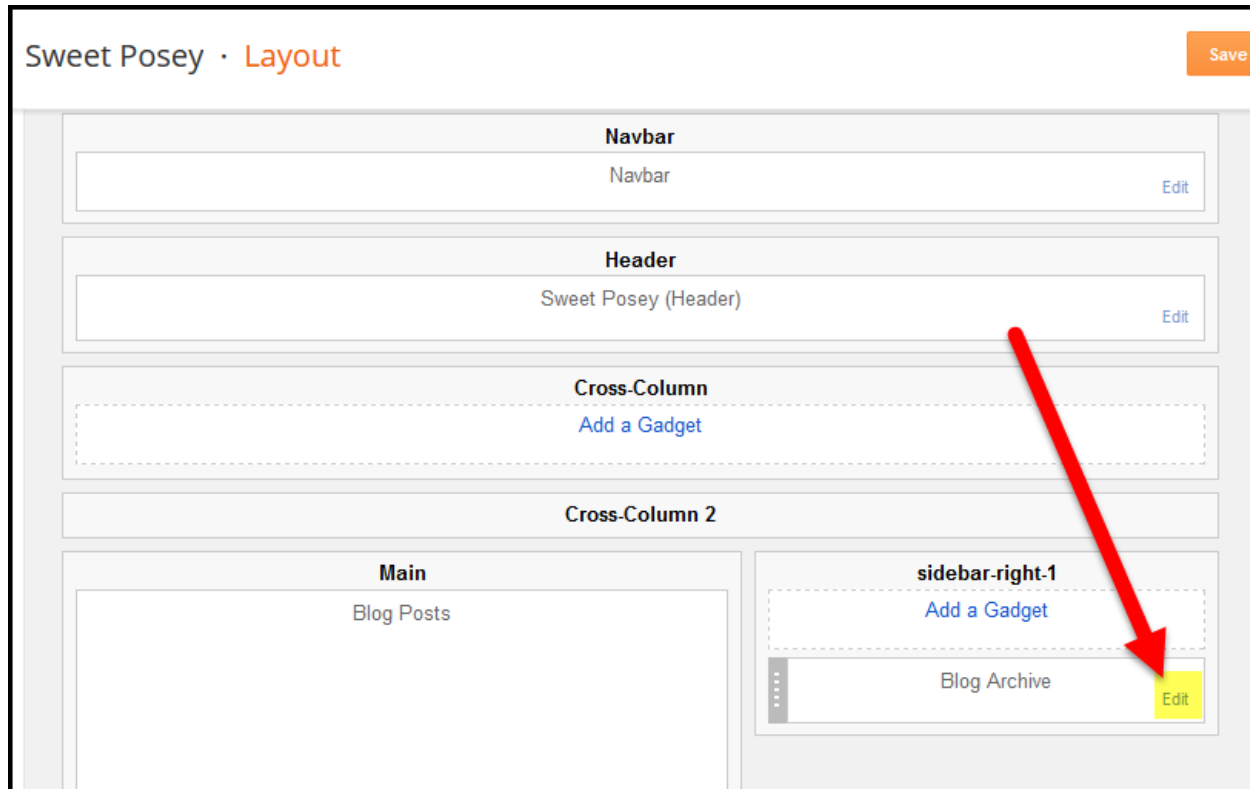
18. This screen shows the different “gadgets” (or sections) that make up your site - find the About Me gadget in the right sidebar and click the Edit button



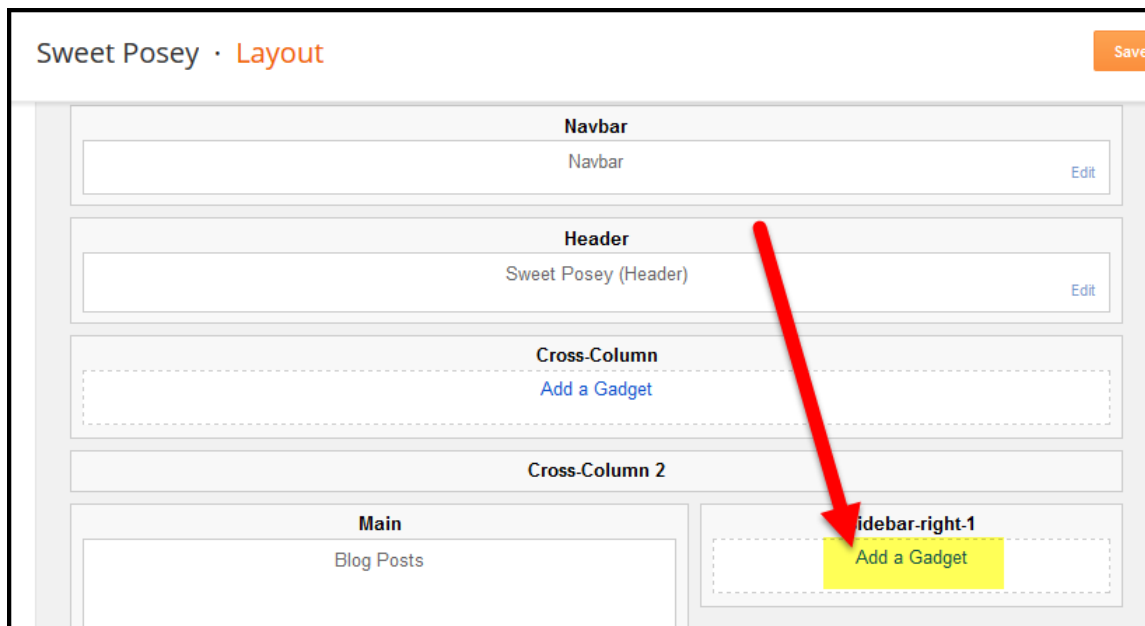
19. Click the Remove button in the pop up screen and then click the OK button to completely remove this gadget



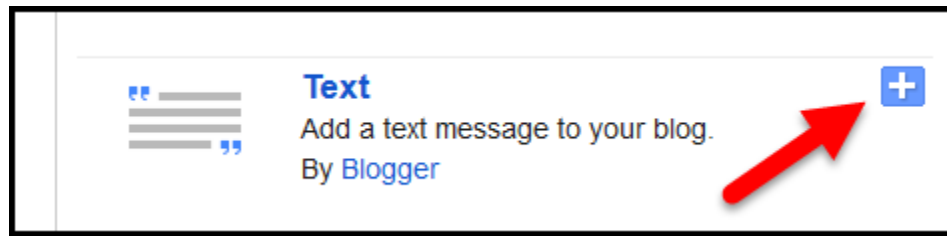
20. Click the Edit link for the Blog Archive gadget in the right sidebar



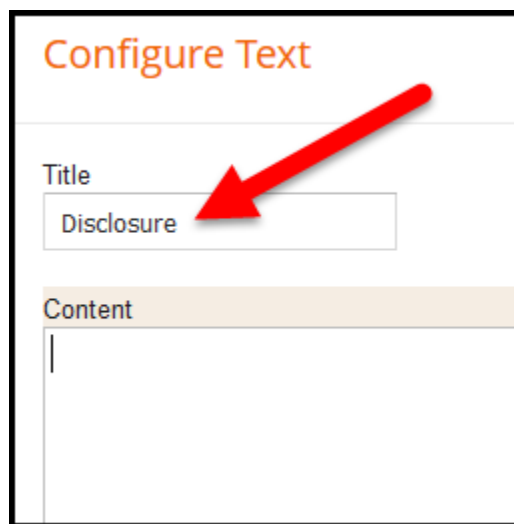
21. Click the Remove button in the pop up screen and then click the OK button to completely remove the Blog Archive gadget
22. Click the Add a Gadget link in the right sidebar



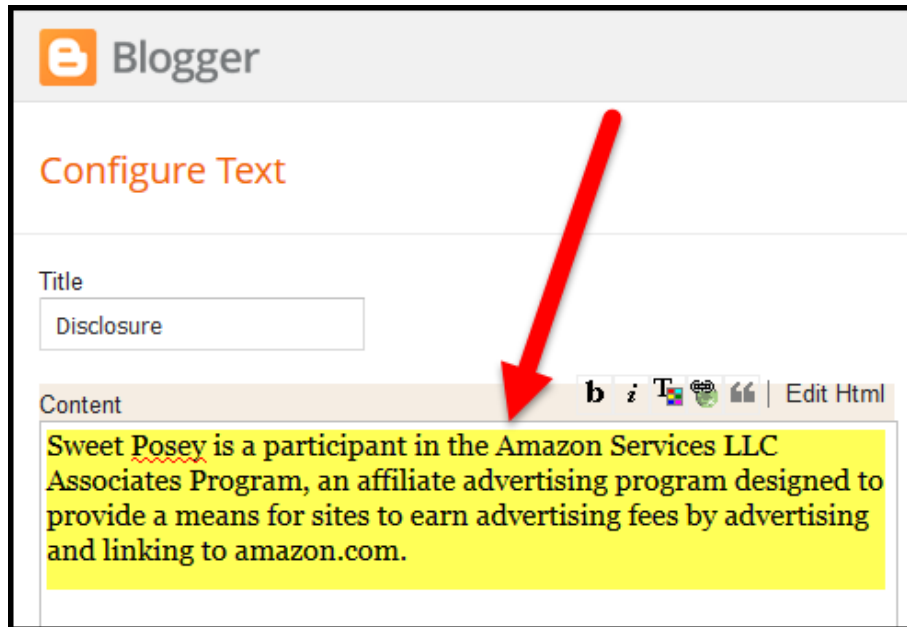
23. Scroll through the list of gadgets and click the + sign next to the **Text** gadget



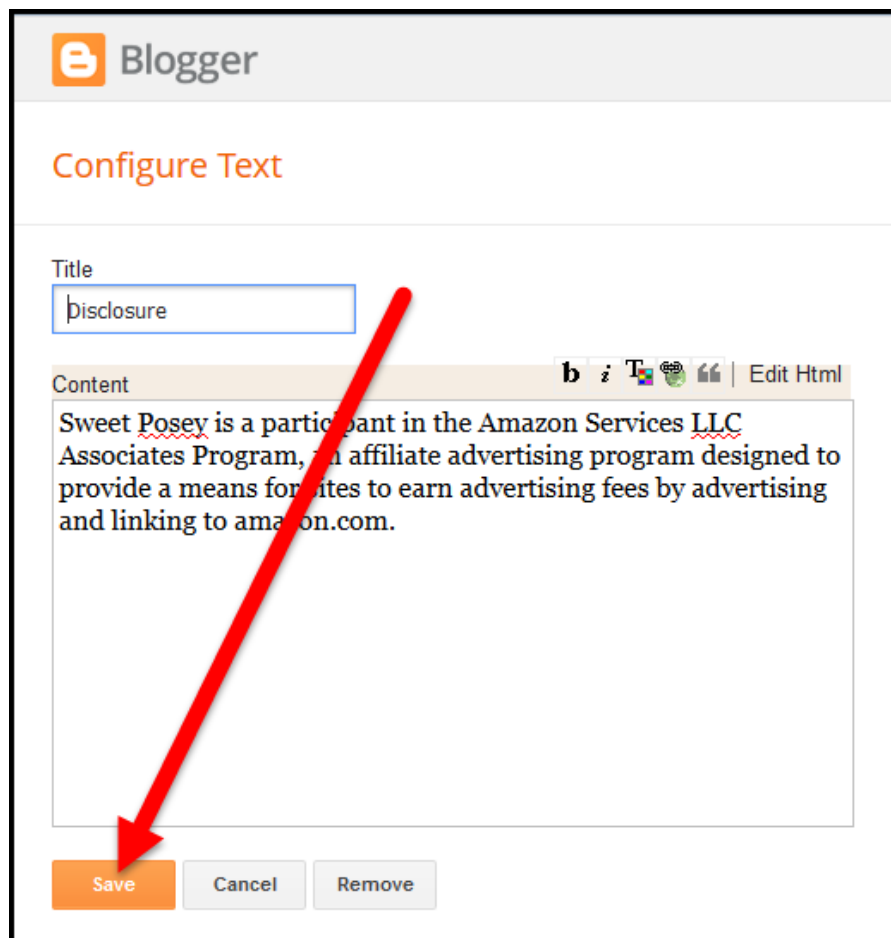
24. Put the word "Disclosure" in the Title field for the Text gadget



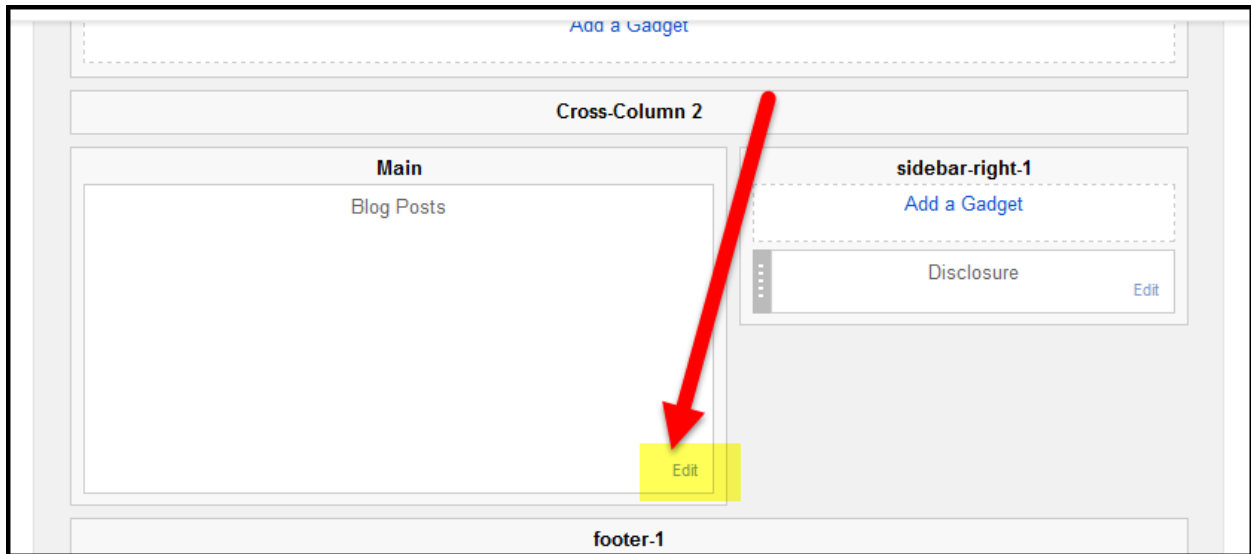
25. Amazon requires that all Associates put a specific disclosure on their sites. Even if you're not yet an Amazon Associate, I want you to put this disclosure in the text gadget on your site. That way, when you become an Amazon Associate this step will be covered. Paste the following text into your Text gadget but **replace [Name of Your Blog] with the actual name of your blog.**
- [Name of Your Blog] is a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for sites to earn advertising fees by advertising and linking to amazon.com.



26. Click the Save button in the text gadget



27. Click the Edit button for the Main/Blog Posts gadget



28. **Uncheck** the boxes for:

- a. **At: time** (we don't need to show the exact time we published the post and having it just adds an unnecessary link inside our posts to an archive we're not using)
- b. **Show Share Buttons** (these just add a lot of unnecessary outbound links to our posts and this kind of site only really needs to be shared on Pinterest and that can be done without having the share buttons at the bottom of every post)
- c. **Location** (no reason to show our geographical location in every post)

Main Page Options
Number of posts on main page: Posts
Post page link text: ?

Post Page Options
☒
☒
☐
☒
☐
☒
☐ [Edit](#)
☒ Show Quick Editing
☐ Show Email Post Links
☐ Show Share Buttons
☐
☐ Show Author Profile Below Post

29. Scroll down and click the Save button for the gadget

☐ Show Author Profile Below Post

☐ Show Ads Between Posts [Learn more](#)

You must set up an AdSense account in the Earnings tab before you may configure inline ads.

Arrange Items

Saturday, October 24, 2015

Post Title

Post Body

Lorem ipsum v... ut utroque mandamus intellegebat, ut eam omittam ancillae sadi... cing, per et eius soluta veritus.

Posted by Erica S... 5 comments

Labels: fotos, v...

Save Cancel

30. Click the Save Arrangement button in the upper right corner of the screen

Sweet Posey · Layout

Save arrangement Preview

Add, remove, edit gadgets on your blog. Click and drag to rearrange gadgets. To change column widths, use the [Template Designer](#).

Favicon Edit

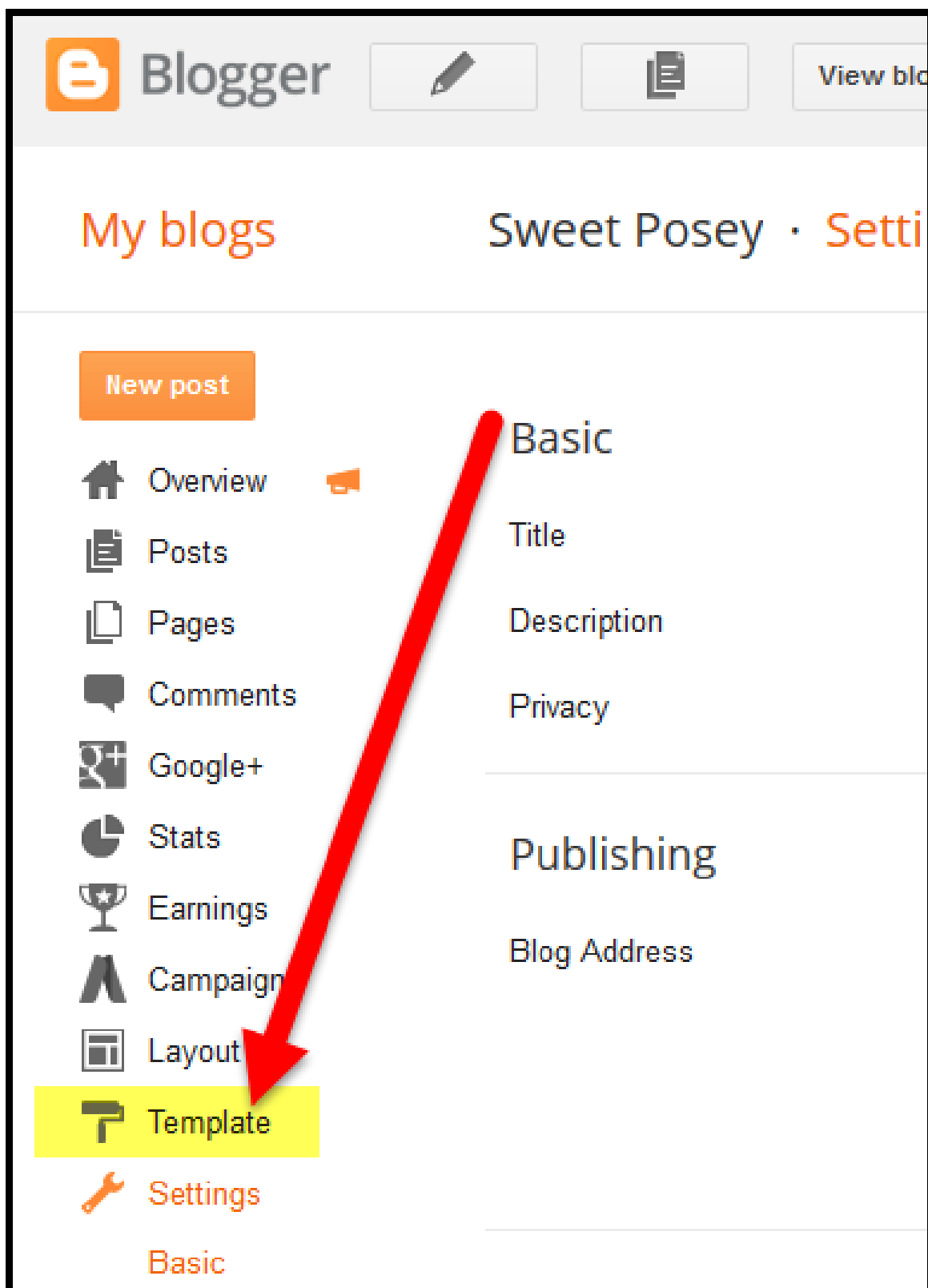
Navbar

Navbar Edit

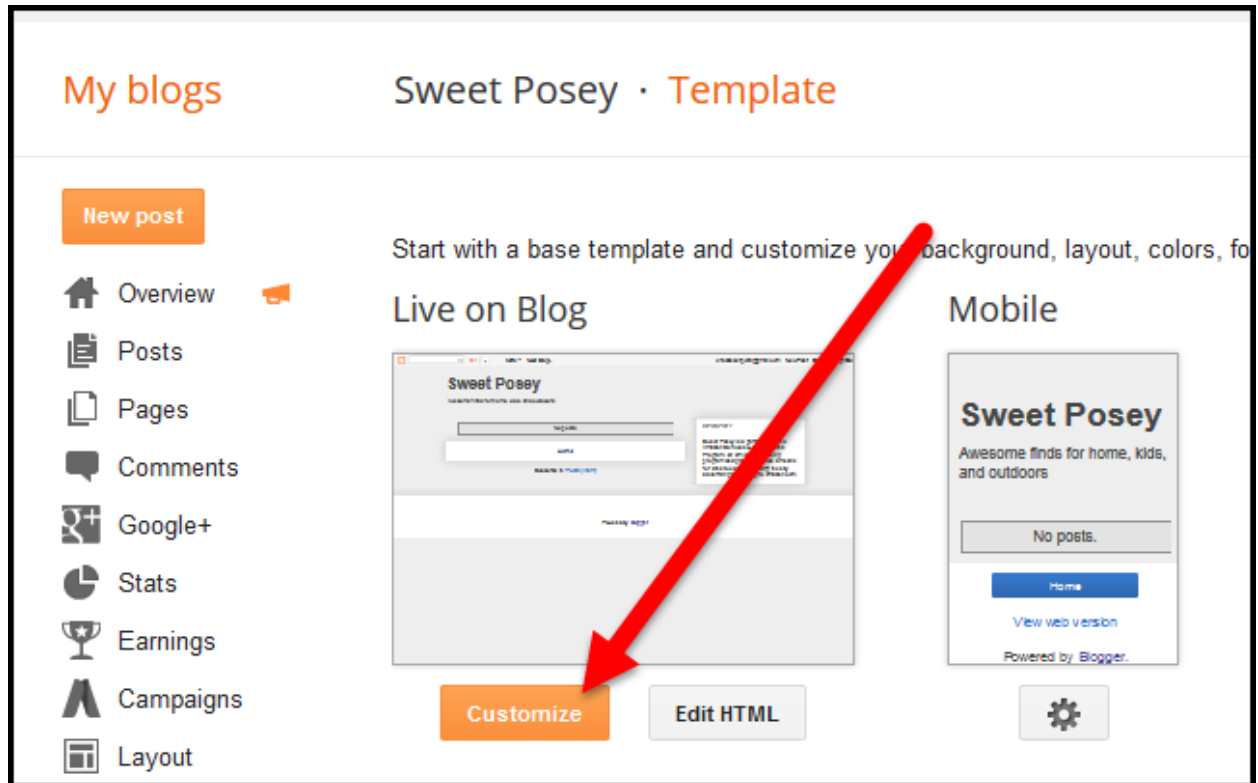
Header

Sweet Posey (Header) Edit

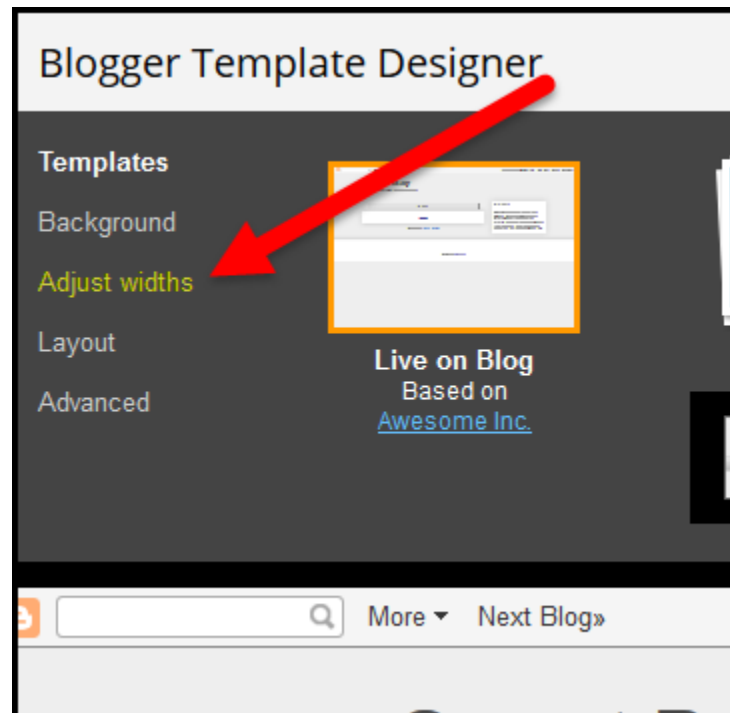
31. Click the Template link in the left sidebar



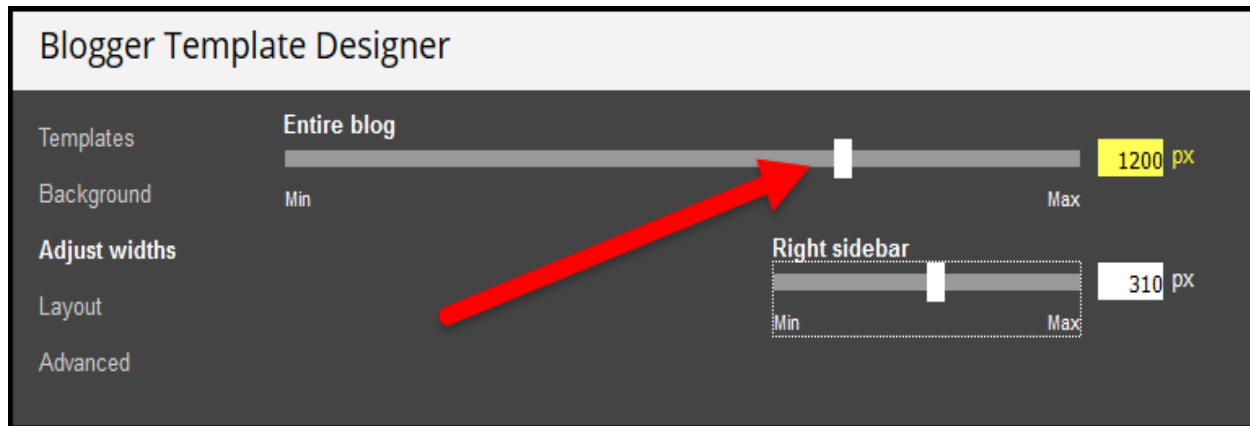
32. Click the Customize button under the preview of your blog



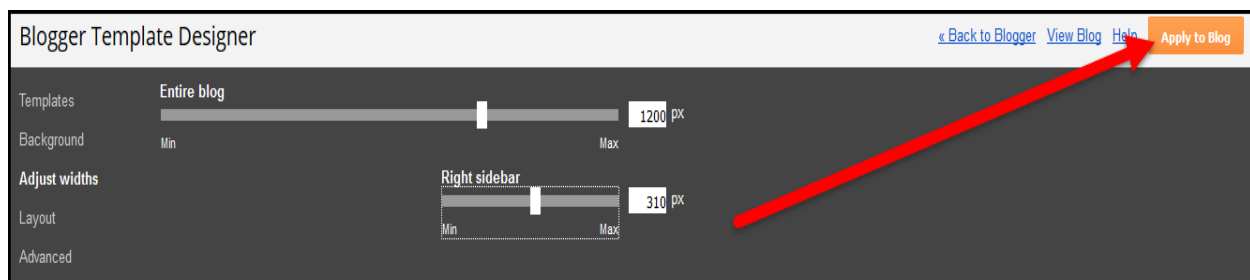
33. Click the Adjust Widths option



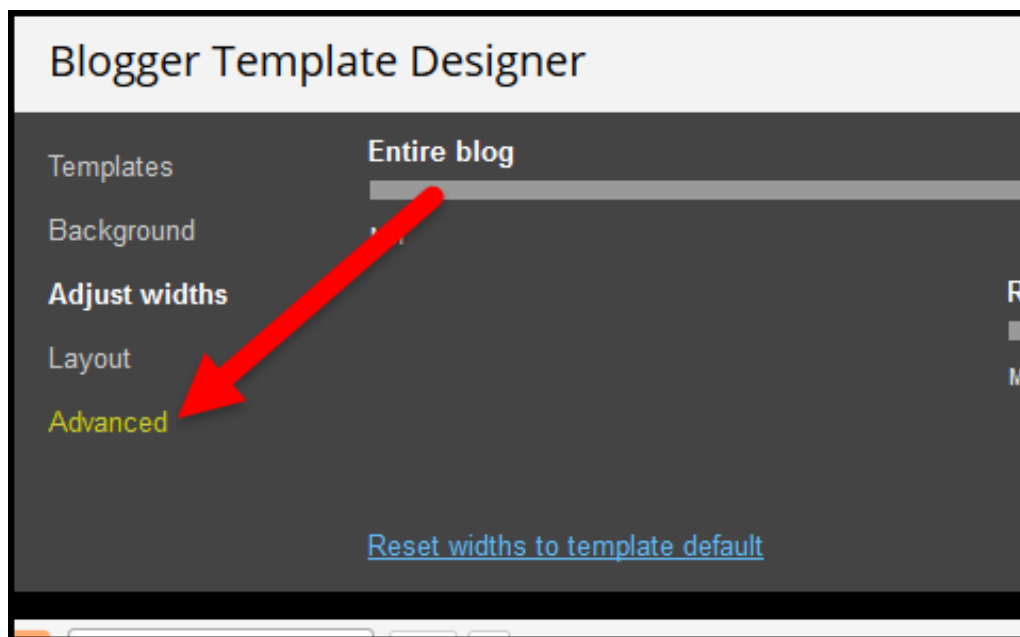
34. Move the top slider to the right to make the Entire Blog width 1200px



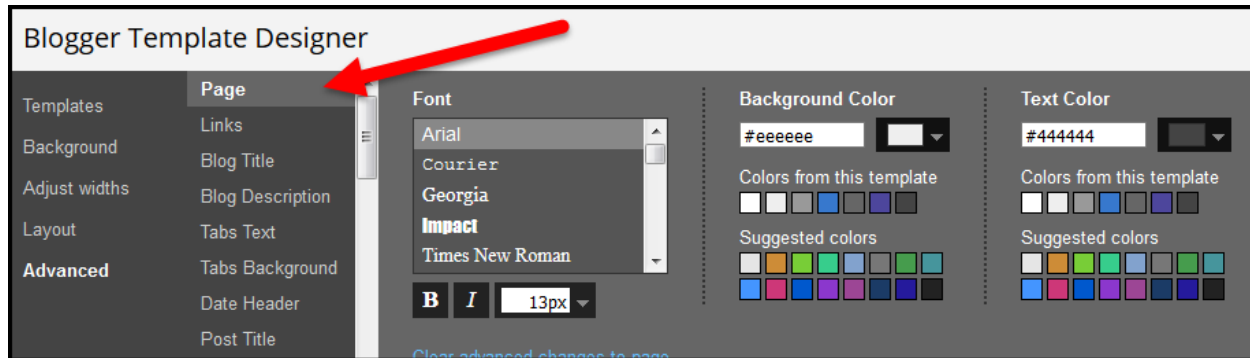
35. Click the Apply to Blog button



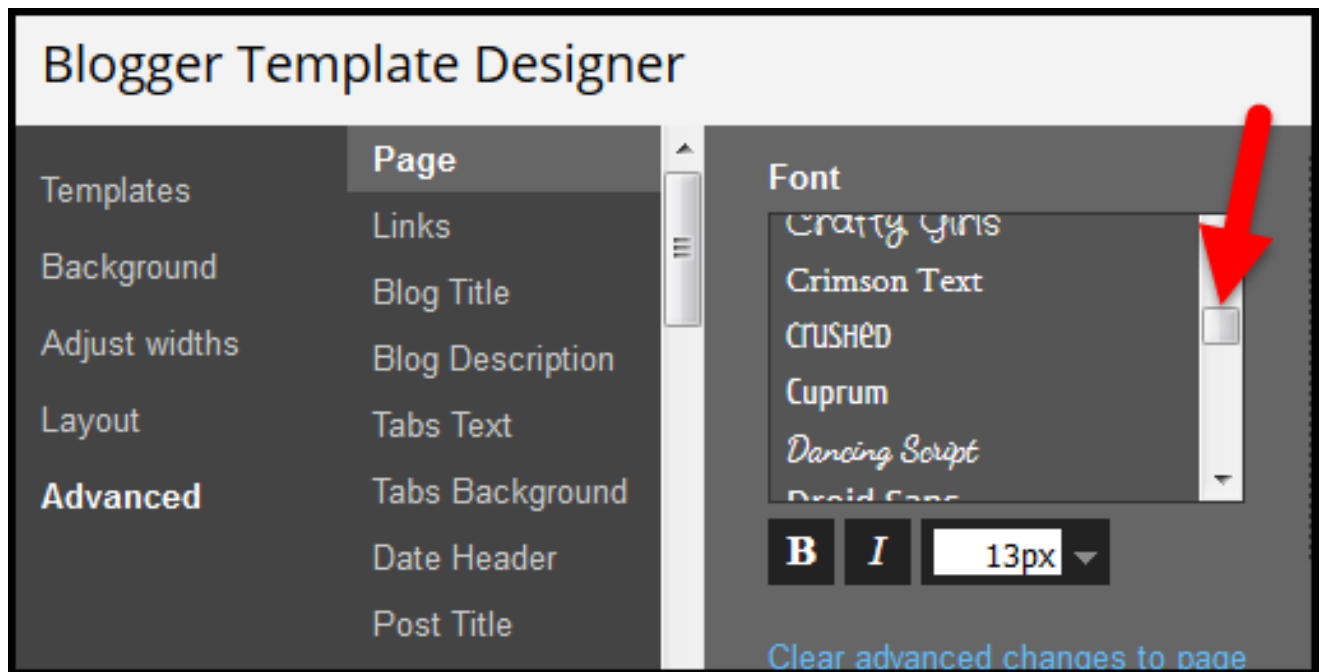
36. Click the Advanced link on the left



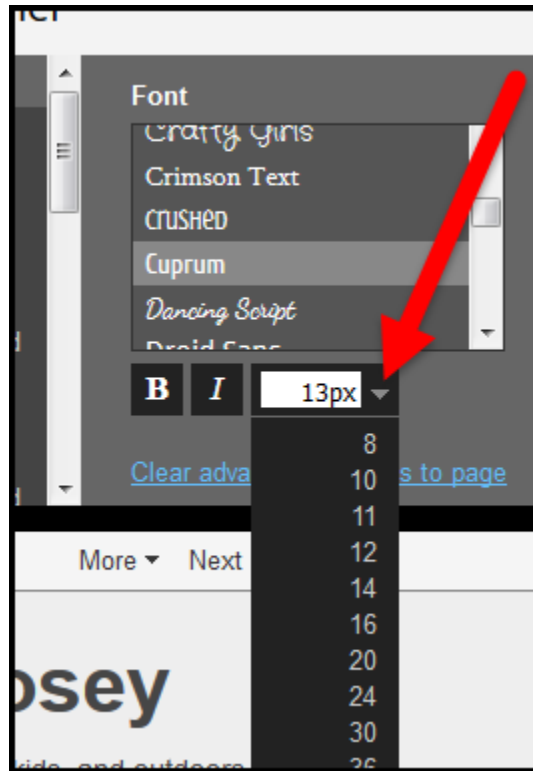
37. Make sure you're on the Page tab of the design tool



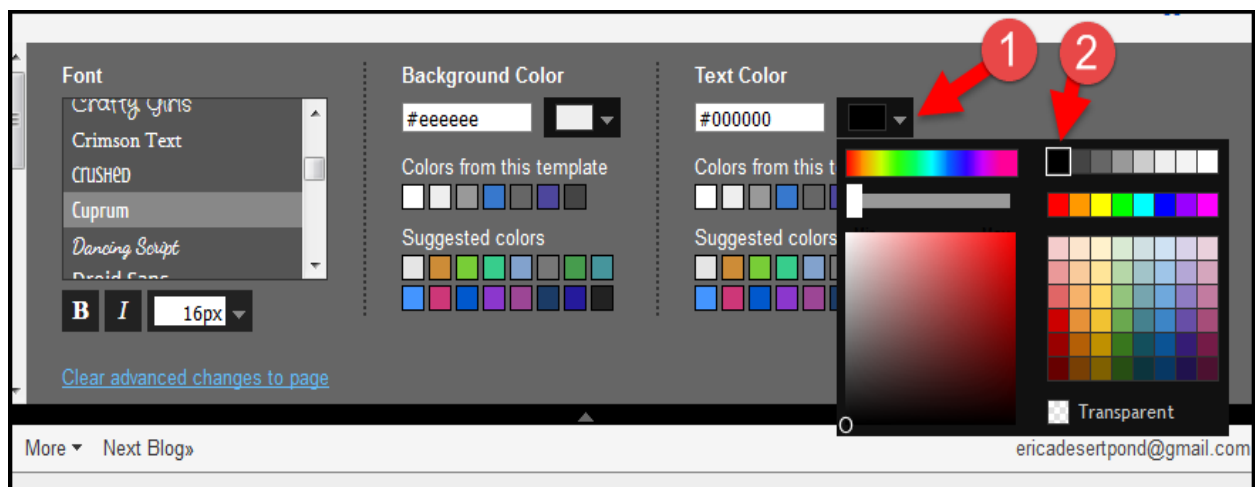
38. Scroll through the font styles and click on one you like – I prefer Cuprum



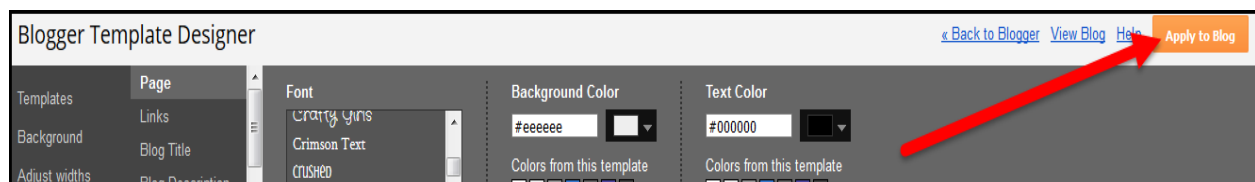
39. Click the arrow next to the font size and click a larger font size. You want your post font to be easy to read. I prefer 16px for the Cuprum font style.



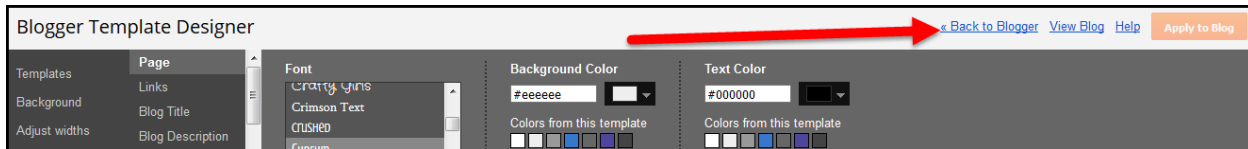
40. Click the little arrow next to the font color and select black – black is easier to read on a white background



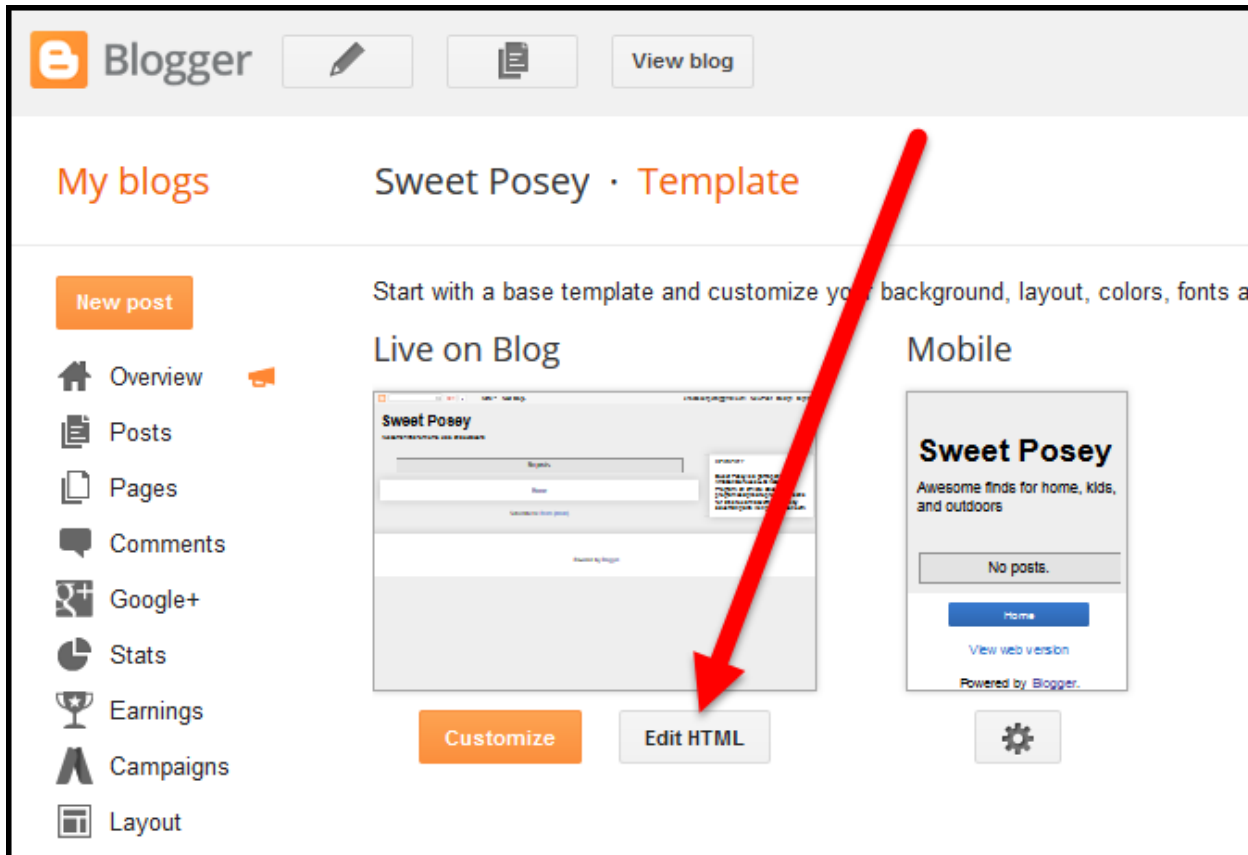
41. Click the Apply to Blog button to save your changes



42. Click the Back to Blogger link

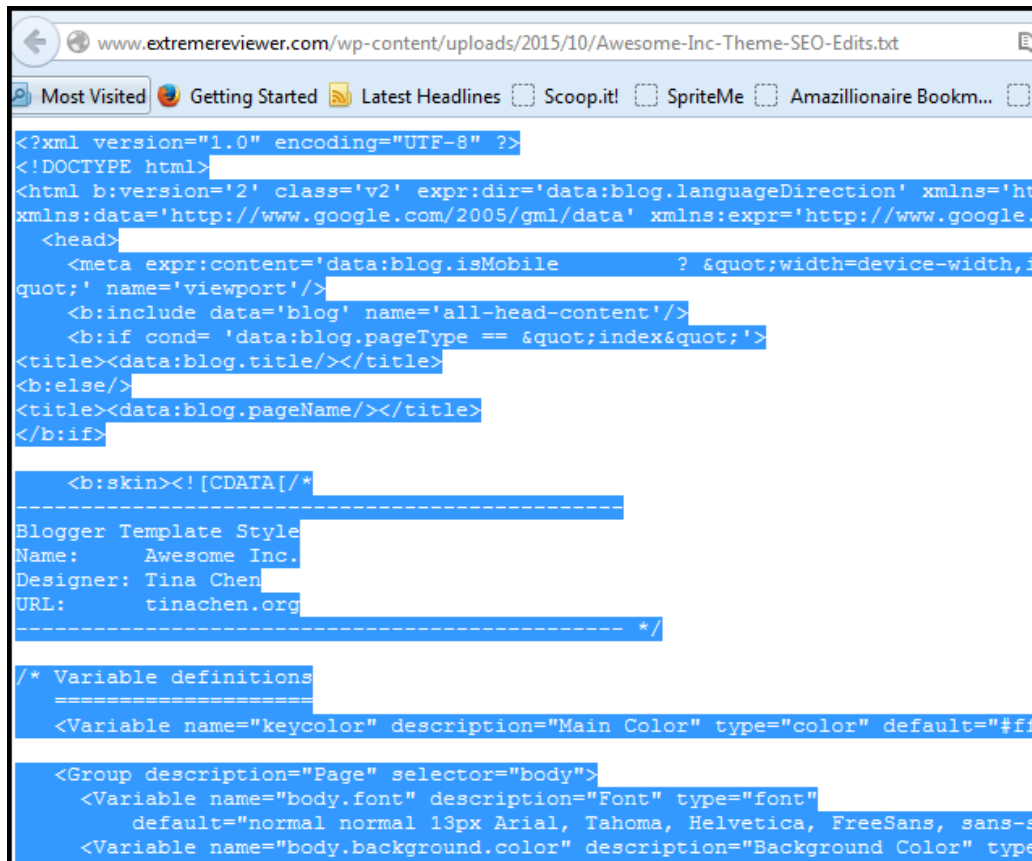


43. Click the Edit HTML button under your blog preview



44. In a different tab in your browser go to this URL:
<http://www.extremereviewer.com/wp-content/uploads/2015/10/Awesome-Inc-Theme-SEO-Edits.txt> (That link brings up a text file that contains new code for your Blogspot Awesome Inc template which has been edited to improve the on-page search engine optimization of your site – there’s nothing in this new code that is unethical or malicious. There are no Google violations in this code. I’ve only changed some of the CSS styling, changed how the theme handles post titles to use proper SEO tags, and changed the post author name to “The Editor” so it won’t link to your Google Plus profile.)

45. Copy **EVERYTHING** in that text file – make sure you scroll all the way to the bottom of that file so you don't miss a single character



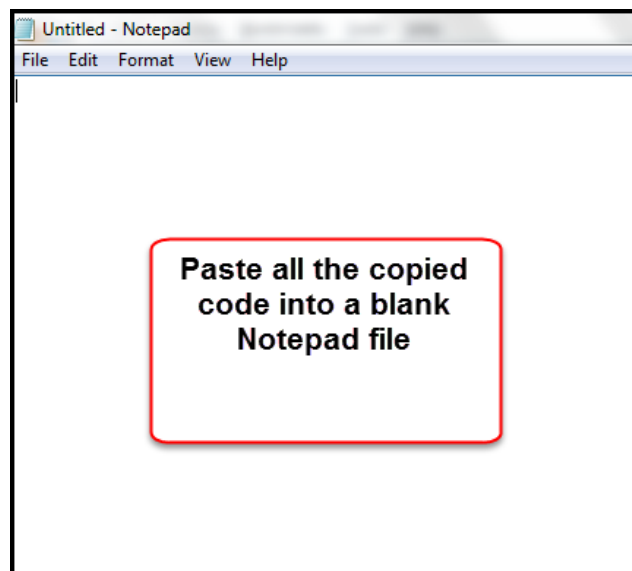
```
<?xml version="1.0" encoding="UTF-8" ?>
<!DOCTYPE html>
<html b:version="2" class="v2" expr:dir='data:blog.languageDirection' xmlns='ht
xmlns:data='http://www.google.com/2005/gml/data' xmlns:expr='http://www.google
<head>
  <meta expr:content='data:blog.isMobile ? &quot;width=device-width,1
quot;' name='viewport' />
  <b:include data='blog' name='all-head-content' />
  <b:if cond= 'data:blog.pageType == &quot;index&quot;'>
<title><data:blog.title/></title>
<b:else/>
<title><data:blog.pageName/></title>
</b:if>

  <b:skin><![CDATA[/*
Blogger Template Style
Name:      Awesome Inc.
Designer:  Tina Chen
URL:      tinachen.org
----- */

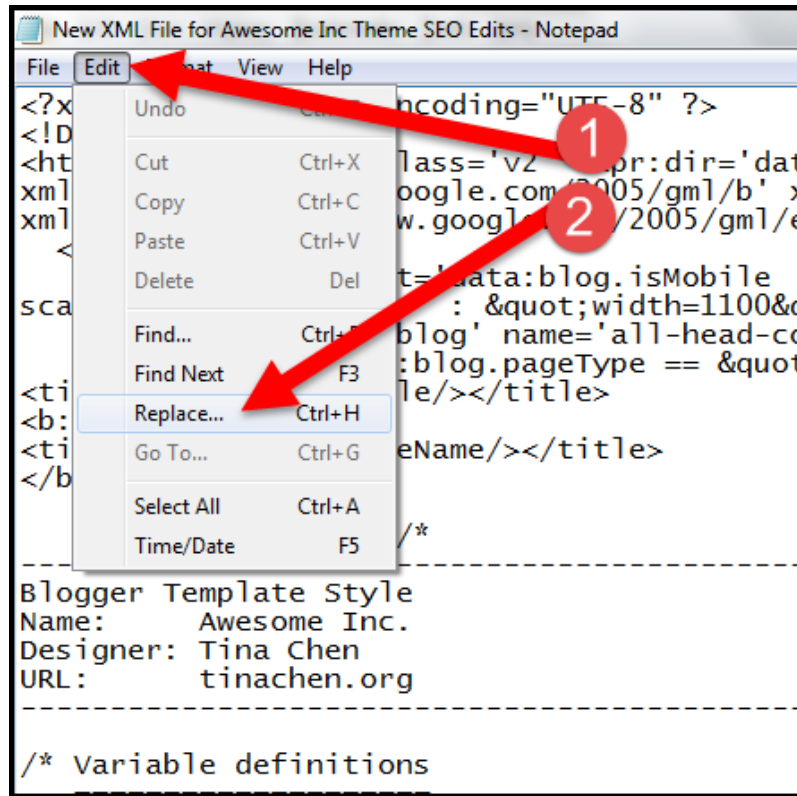
/* Variable definitions
=====
<Variable name="keycolor" description="Main Color" type="color" default="#ff

<Group description="Page" selector="body">
  <Variable name="body.font" description="Font" type="font"
    default="normal normal 13px Arial, Tahoma, Helvetica, FreeSans, sans-s
  <Variable name="body.background.color" description="Background Color" type
```

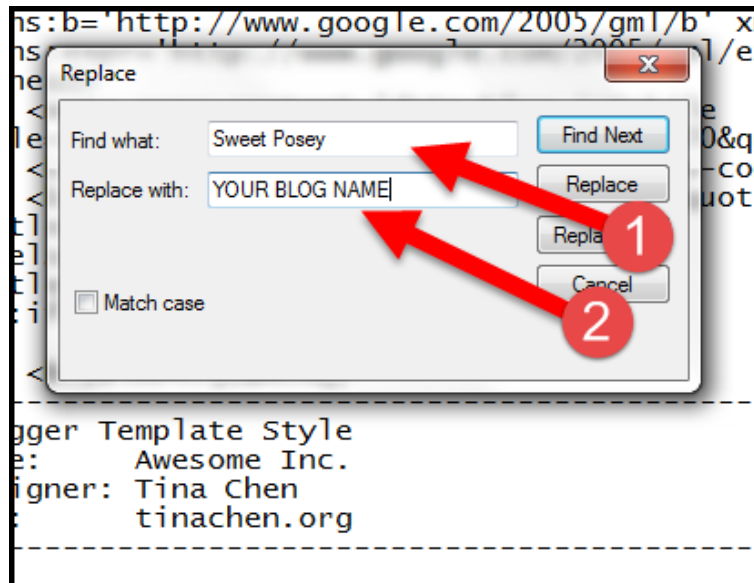
46. Open a notepad file on your own computer and paste the code you copied from that URL into your blank notepad file



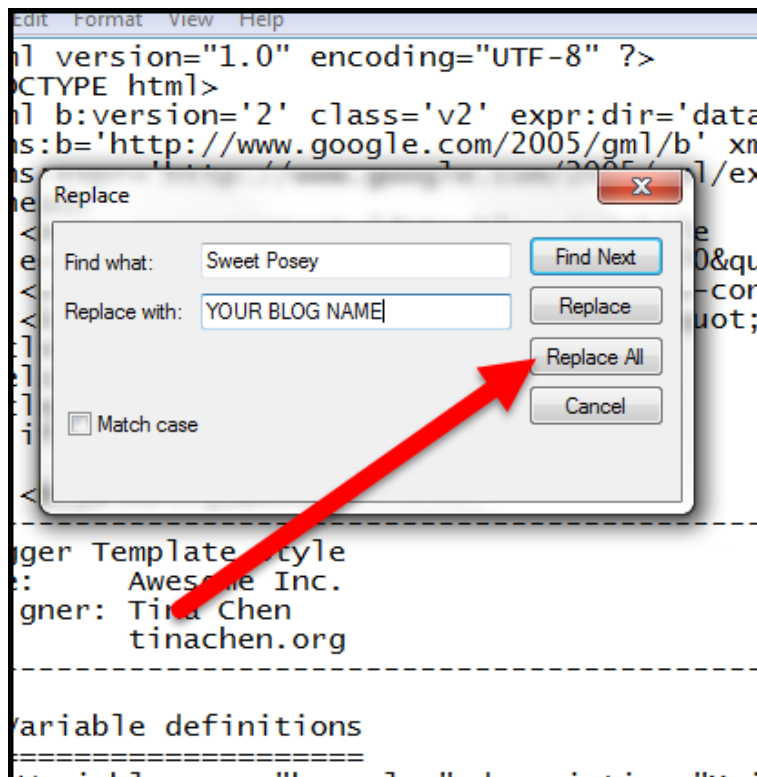
47. Click the **Edit** and then the **Replace** button in Notepad



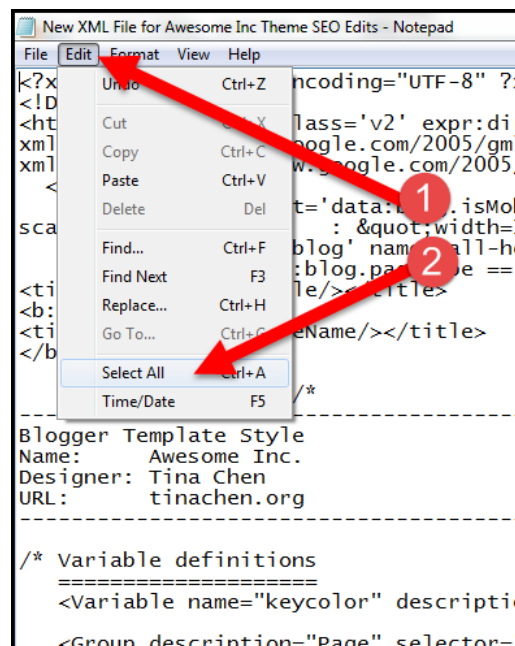
48. Put **MY** blog title in the first box (Sweet Posey) and **YOUR** blog name in the second box (you want to replace the name of my blog in the code with the name of your blog)



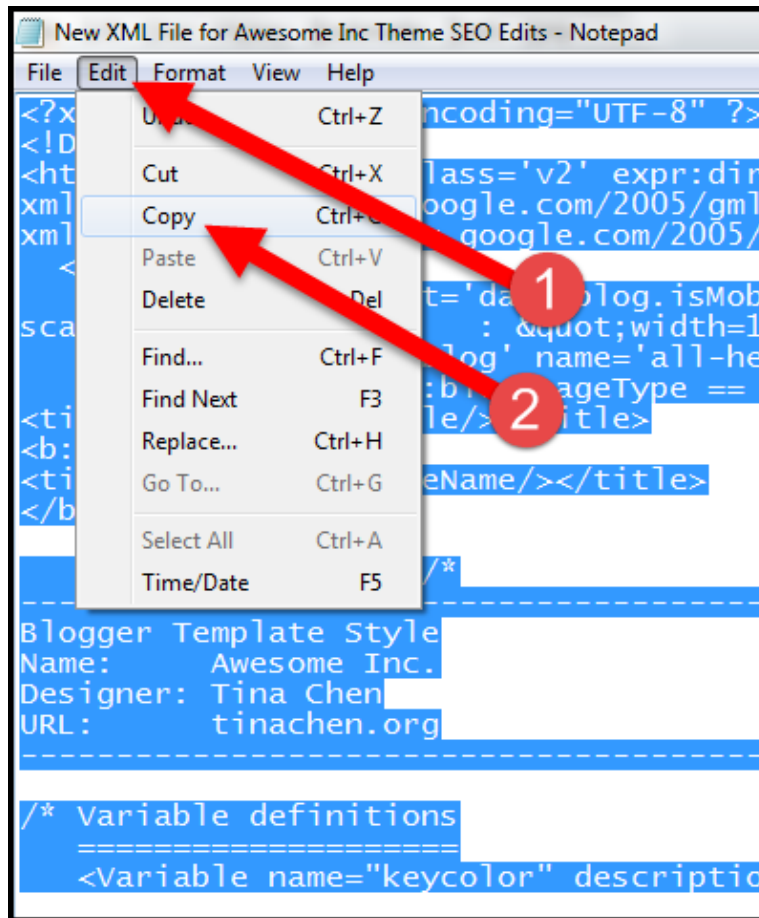
49. Click the **Replace All** button to swap out the name of my blog in the file for the name of your blog



50. Click the **Edit** and then the **Select All** options in Notepad to highlight everything in your Notepad file



51. Click **Edit** and **Copy** in your Notepad file to copy **EVERYTHING** in the file



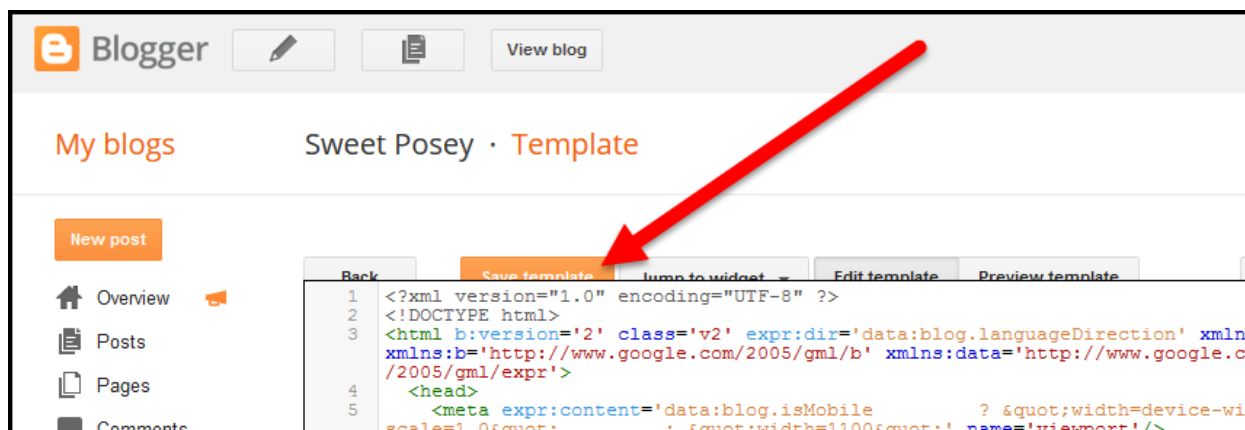
52. Go back to the Blogger screen and highlight **EVERYTHING** in the default file and delete it



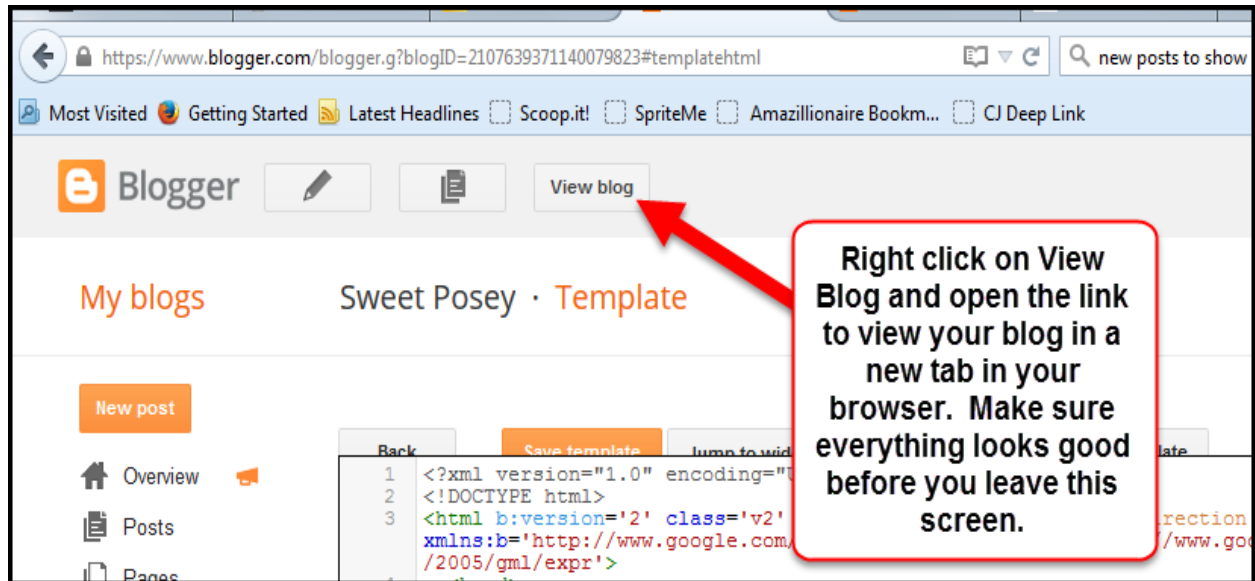
53. Put your cursor at the start of the empty box and paste in what you copied from your Notepad file



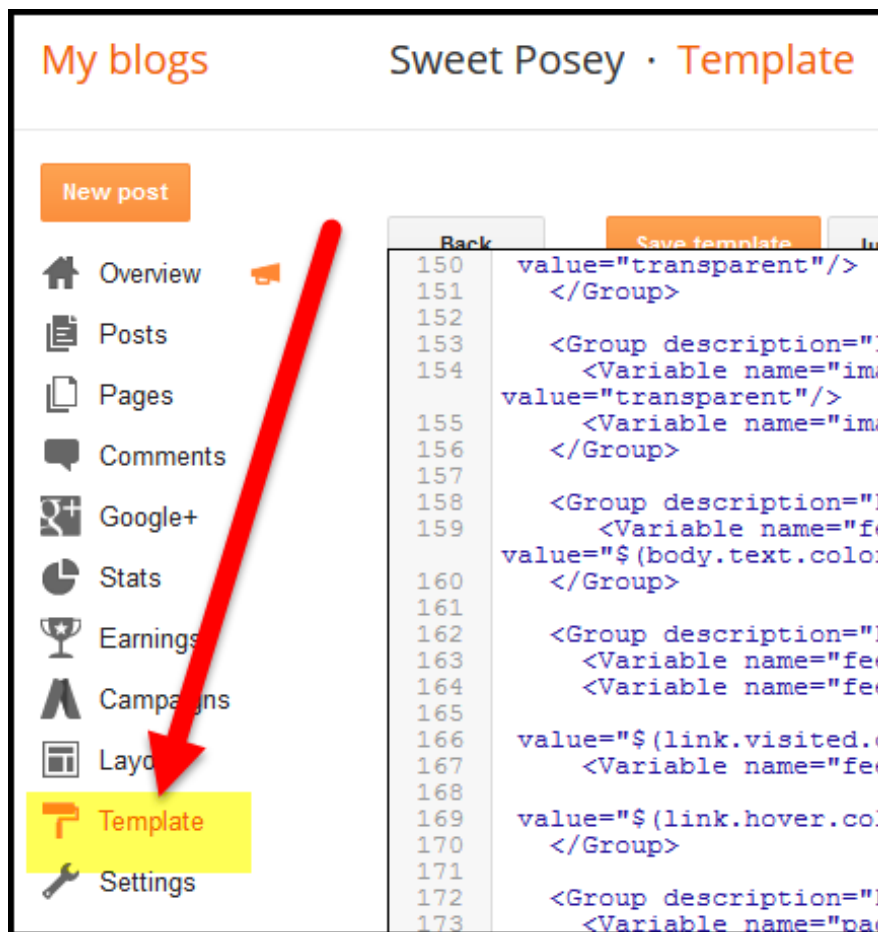
54. Click the **Save Template** button (it might be hiding a bit under your content box)



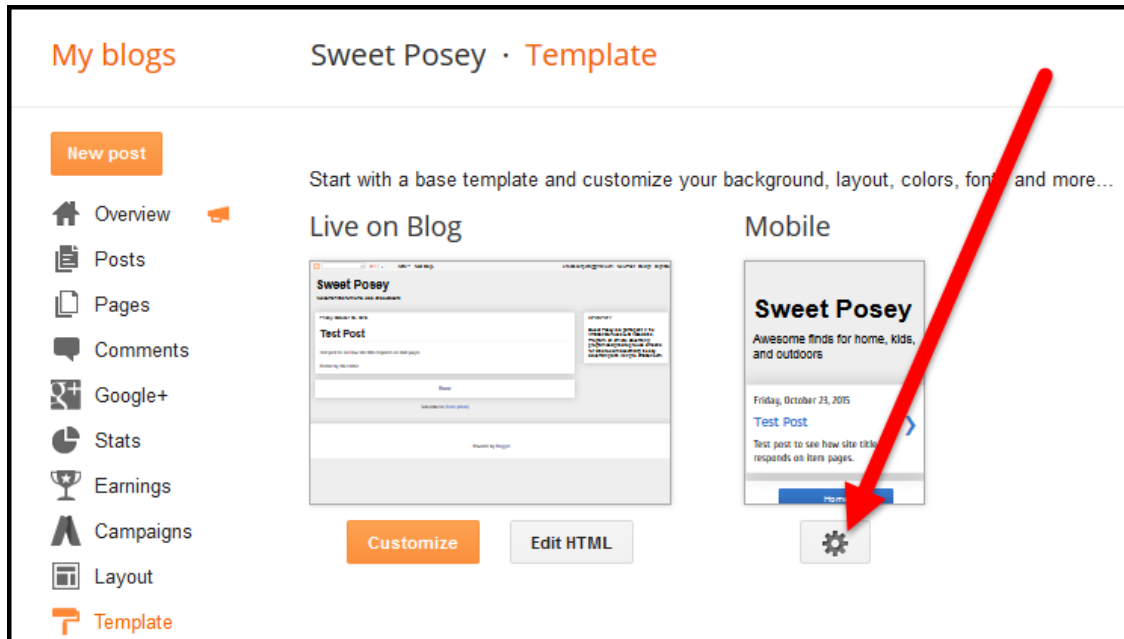
55. Right click on the **View Blog** button and open your blog in a new tab in your browser - make sure everything looks good (no funny characters or things that overlap or look out of place). If it doesn't look right you may need to go back to Templates/Edit HTML and copy the text file back into the file field, save the template and check again. The tiniest missing character can cause an issue. If things still don't look right go back to step #44 and start over.



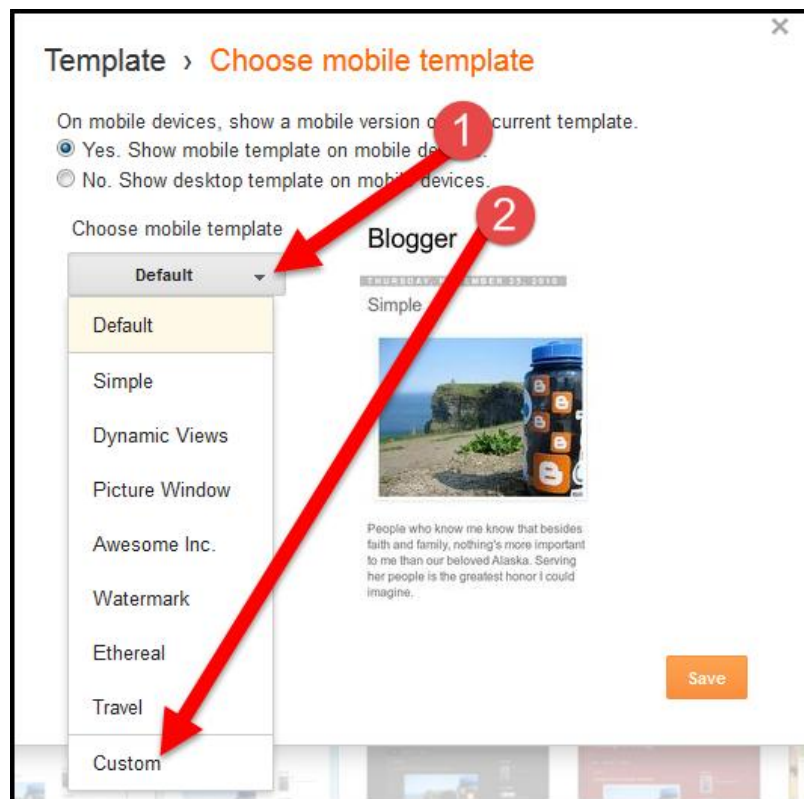
56. Once you've confirmed your blog looks fine, click the Template link again in the left sidebar



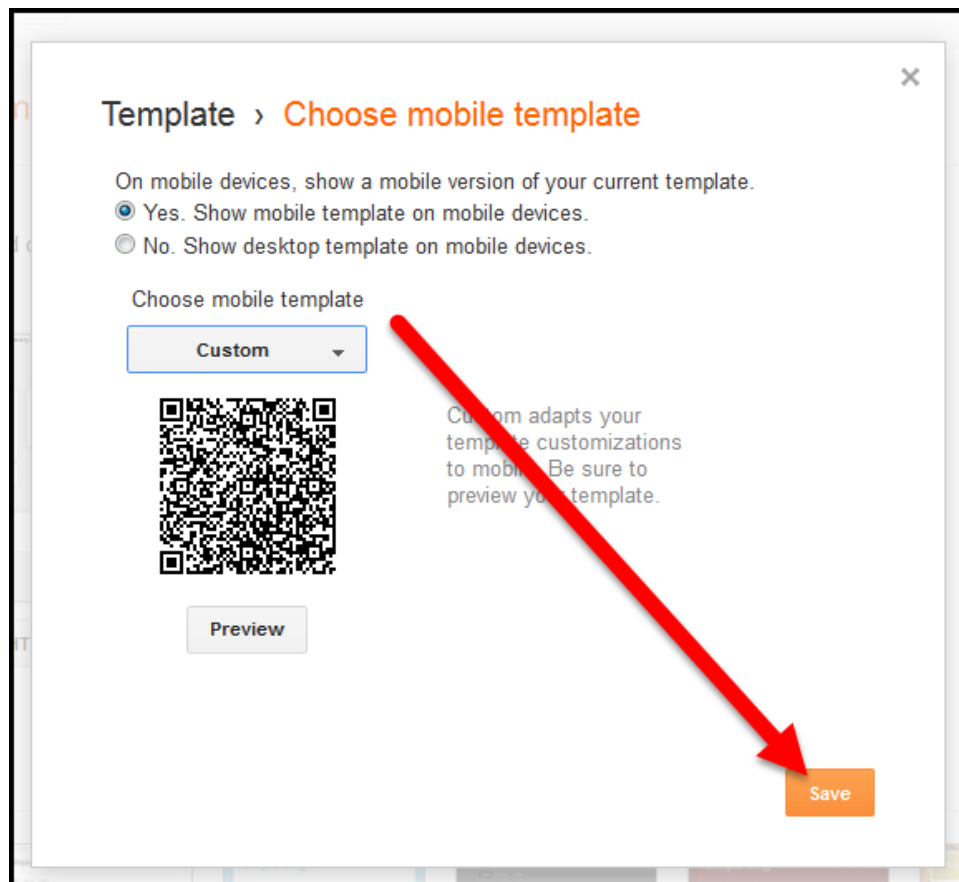
57. Click the Settings icon under the Mobile preview of your blog



58. Click the little down arrow for the "Choose Mobile Template" box and then click on the Custom option at the bottom of the list



59. Click the Save button – this will apply all the changes in the new XML file to the mobile view of your blog, too



The foundation of your site is now in place and you won't have to do these steps again in the future.

If you change to a different template in the future you'll lose the customization built into the file I had you install. You can, however, change fonts in the Template/Customize section of the blog dashboard without any negative impact to the file.

ASSIGNMENT: Create your Blogger blog using the steps above.

Find a Product

You're going to start by creating single posts on your blog that each feature one product on Amazon.

You don't have to write more than 5 sentences. Amazon is fine with short posts as long as the writing is **UNIQUE**. Don't copy material from Amazon or any other site.

Google is okay with short posts, too, as long as the content is **USEFUL**.

I'll show you how to meet both requirements easily but first, we have to find a product to include on the site.

The product needs to be something your niche would love. If you're doing a hobby niche, **don't pick expensive gear that goes with the hobby**.

The equipment for a hobby is so integral to the hobby that the person someone is shopping for either already has what they need or knows what they want.

Later you can add detailed, quality reviews of expensive hobby equipment to help people who are researching reviews on the equipment but, for now, we want to focus on gifts that celebrate or recognize the love for the hobby, profession or passion.

Think t-shirts, key chains, license plate frames, wall art, sweatshirts, books, car accessories, etc.

For a golfer, a great gift for this post might be a case that holds collectible golf balls. For a teacher, a great gift for your post might be a t-shirt that says "World's Greatest Teacher". For someone who loves to sew you might look for a great book of new patterns or earrings in the shape of small sewing machines.

Before you start worrying that you won't make much selling small items like these, remember that you're going to make a commission not only on whatever someone buys after clicking your affiliate link but anything else they buy through Amazon at the same time.

I've had sales where the person bought a small, \$50 item I was promoting and then went on to buy 50 hard cover medical books. The total value of the books was over \$1000 and that was a huge commission! Plus, as I mentioned, you can expand your site later to include other kinds of posts targeting more expensive products. We're just starting nice and easy.

To find a product for your first post:

1. Go to Amazon.com
2. Type in a word for your niche (examples: sewing, golf, horse, butterfly, teacher, etc.)
3. Go through the products that come up and see if you find something that would make a great gift for your niche. If you don't see something you're comfortable meets your needs then look at the list of related departments on the left hand side and click on a department you think might have something more gift-like. If you see Clothing, Accessories, or a Jewelry department listing, look in those to find something.
 - a. You can also try doing a search in Amazon for "love [niche]" (without quotes)
 - i. Example: love crochet
 - ii. Example: love golf
 - iii. Example: love golfing
 - iv. Example: love knitting
 - b. You can also do a search in Google Images for the phrase "for [niche] site:amazon.com" (without quotes) and find product images where the text mentions that it's for your niche
 - i. Example: for people who crochet site:amazon.com
 - ii. Example: for golfers site:amazon.com
 - iii. Example: for football fans site:amazon.com
 - iv. Example: for butterfly lovers site:amazon.com
4. When you find something that would make a great gift, click on the product to open the product page in Amazon. Keep your browser tab on that product page

ASSIGNMENT: Find a product on Amazon that would make a great gift for your niche.

Easy Content Template

You've chosen your niche, created your blog and found a product to promote.

Now, it's time to create and publish the first post on your blog. Many beginning affiliate marketers worry over what to write and struggle with this part of the process but I've included an outline that makes this easy.

In addition, the code I had you use for your blog removed any reference to your name that might be associated with your Google profile. No one (except Google) is going to know who created your blog or wrote the post unless you tell them. No one is going to laugh at you or judge you and you can always revise your written content later. Just give it a try!

When you get to the guidelines on writing your content pretend you're just writing an email to a friend or family member. This makes your writing more natural and – often – makes it easier to write because you feel less pressured to be perfect.

Your writing doesn't have to be perfect. You're only going to write a few sentences. You can do that, right? You do want to make sure you check your spelling and grammar but don't stress out about what people are going to think about your writing. Consumers are just going to be glad they found a post that helps them find something they're looking to buy.

Two notes to guide your writing:

1. Don't copy content from anywhere. Write your own words. Your content must be unique in order to do really well in Google.
2. Don't use the words in your keyword too many times. That not only sounds unnatural (if you say "t-shirt" over and over when you only have a few sentences of content it just sounds over-done and unnatural). Google also doesn't like that because it looks like you're trying too hard to rank for a specific keyword.

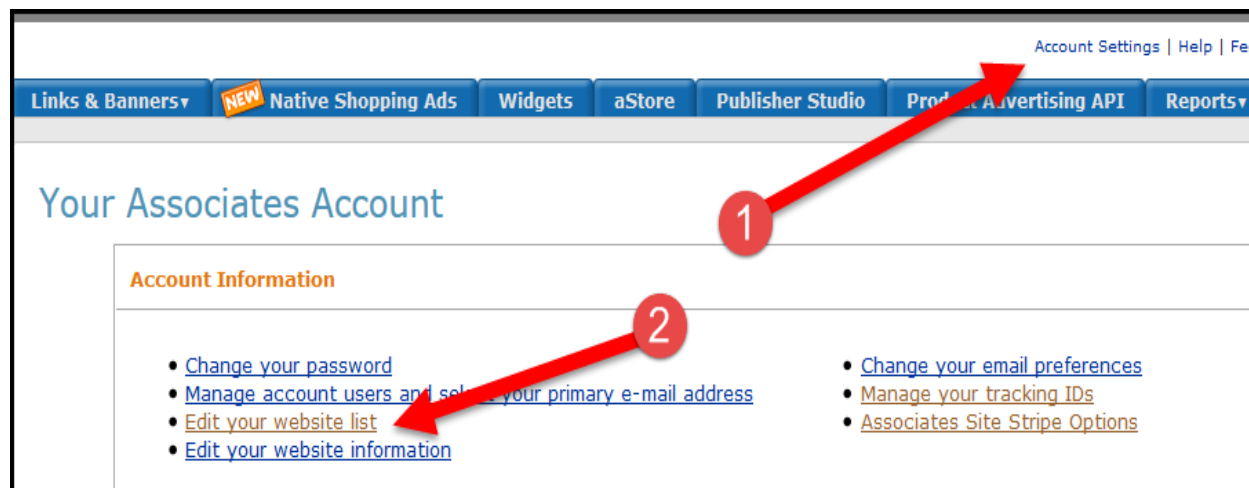
There are two sets of instructions below depending on whether or not you are already an Amazon Associate.

If you already have an Amazon Associate account, follow the instructions below.

If you don't yet have an Amazon Associates account then click here to jump to your instructions: [**NOT YET AN AMAZON ASSOCIATE INSTRUCTIONS**](#)

HAVE AN AMAZON ASSOCIATE ACCOUNT

1. Log into your Amazon Associates account so you can add your new blog to your account settings:
 - a. Click on Account Settings and then click the "Edit your website list" link and add blogspot.com as one of your domains (Amazon won't take the longer URL for your blog so all you can do when using Blogger is to enter "blogspot.com" instead of the full URL to your blog's home page)



2. Click on Account Settings again and select the option to "Manage your tracking IDs" so you can add a new tracking ID that will be unique to this blog (that way you'll know which site is generating sales in case you have more than one site)
 - a. Click the button to add a tracking ID

- b. Give the tracking ID a short name that relates to your site so you'll be able to tell which site is generating the clicks on your Amazon links and then click the Search button

Home > Account Settings >

Add a Tracking ID to Your Account

Search for available tracking IDs by specifying a desired tracking ID and clicking the Search button below.

Add a new Tracking ID

Add a Tracking ID

crochet -20 ([Why does my tracking ID end with '-20'?](#))

Search

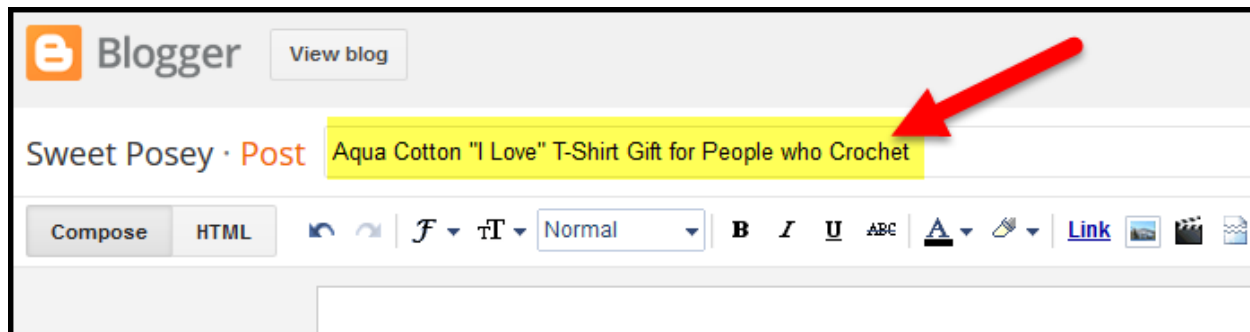
- c. Amazon will automatically create a new tracking ID using the words you entered – it may add additional characters to the end of the word if that exact phrase is not available. Make a note of the final tracking ID that was generated by Amazon.
3. Go back to your Blogger dashboard and click the option to add a new post (depending on what Blogger screen you're on you may see a different button or link for a new post than what's in the image below – if you don't see any option to start a new post then click on the link in the upper left corner for My Blogs and look for the new post button next to the name of the blog you just created)



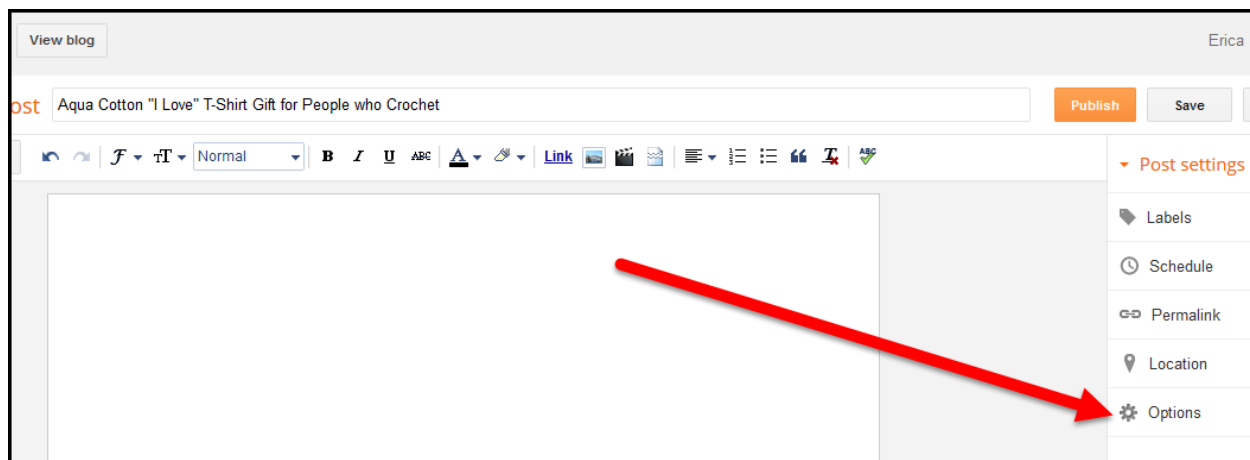
4. Give the post a title – the formula for this post's title is:
ADJECTIVE + SHORT DESCRIPTION + Gift for [NICHE]
 - a. Work in an adjective or two at the start of the post title – DO NOT use the product name from Amazon as the exact title of your post. Amazon is already trying to rank their page for that title so why try to beat them? Instead, think

of other ways to describe the product. Consumers search with adjectives: "**small** Chihuahua figurine", "**pink** t-shirt for nurses with funny quote", "**brass framed** inspirational photo", "**extra-large** coffee mug". By working an adjective or two into the post title you'll rank better for related, long-tail search words in Google.

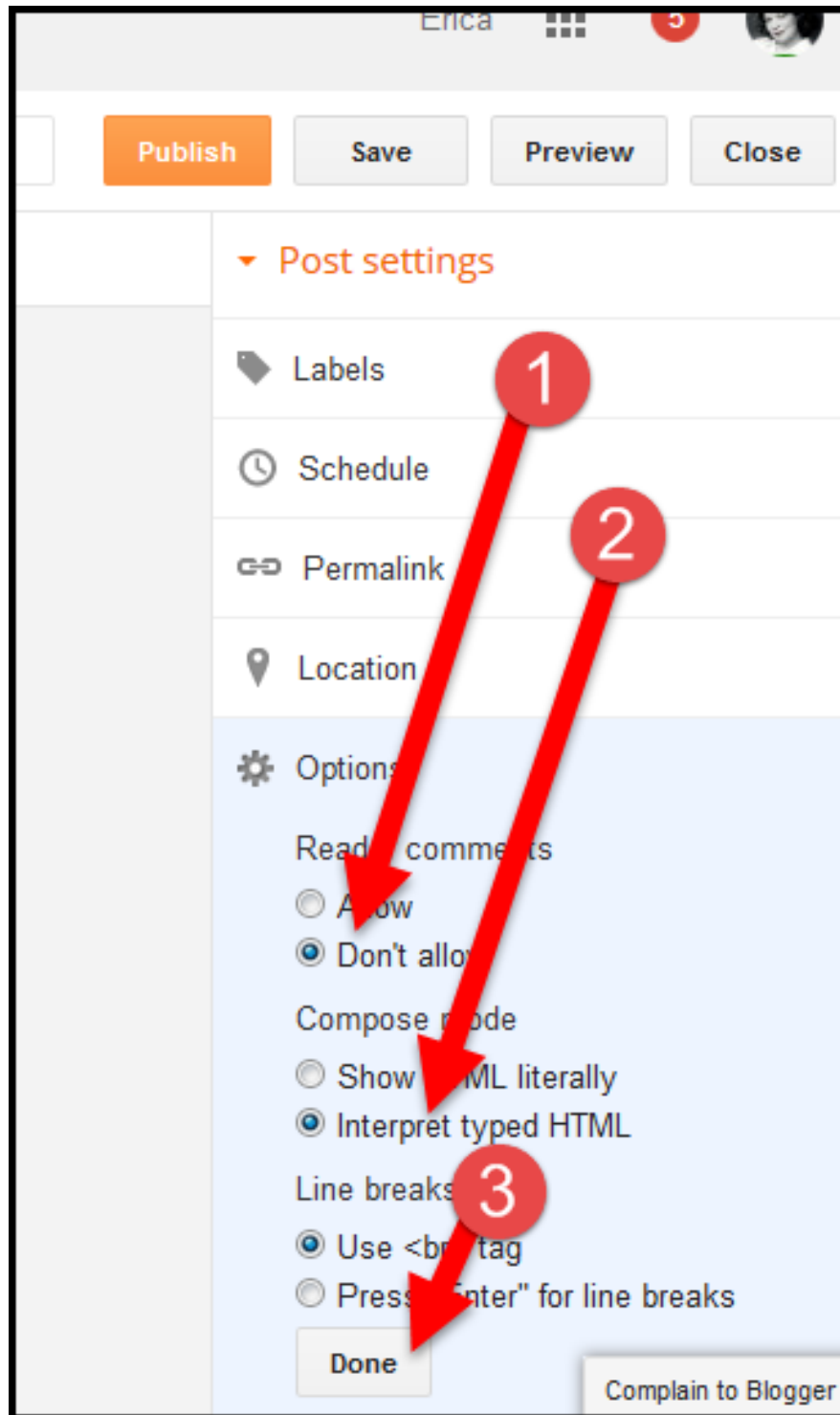
- b. After your adjectives, tack on a short description of the product – "Women's T-Shirt", "Coffee Mug", "Motivational Poster", "Keychain"
 - c. Put the words "Gift for [your niche]" at the end of the title
 - i. **Example final post title might be:** Aqua Cotton I Love T-Shirt Gift for People who Crochet (the words "aqua" and "cotton" were my adjectives, the words "I Love T-Shirt" describe the product, then I added "gift for people who crochet" to represent my niche)
5. Put your post title in the title field at the top of the post editor screen



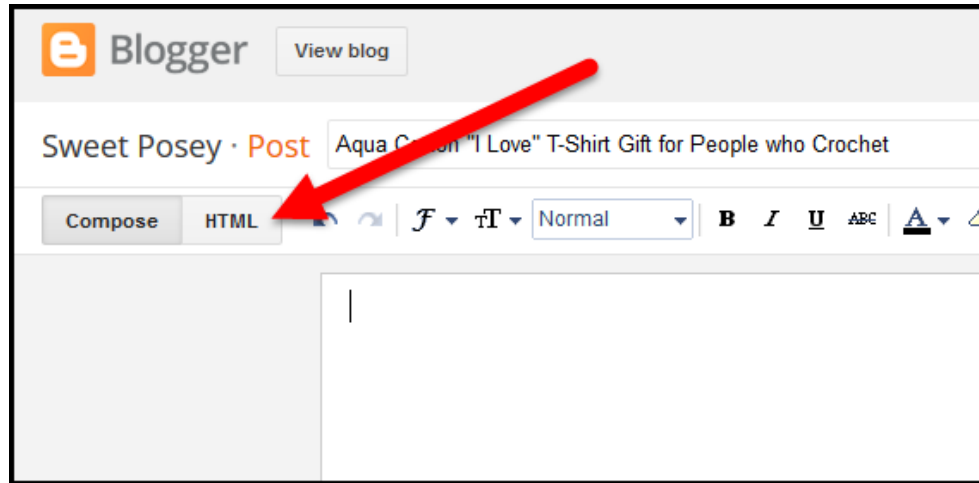
6. Click the Options tab in the right sidebar



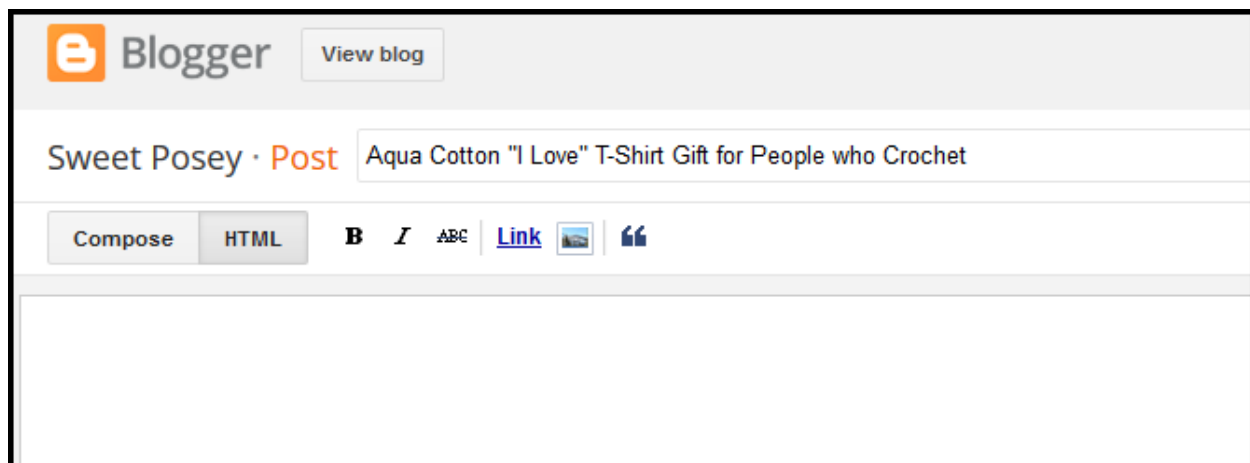
7. In the Reader Comments section click the Don't Allow button, in the Compose Mode section click the Interpret Typed HTML button, and then click the Done button



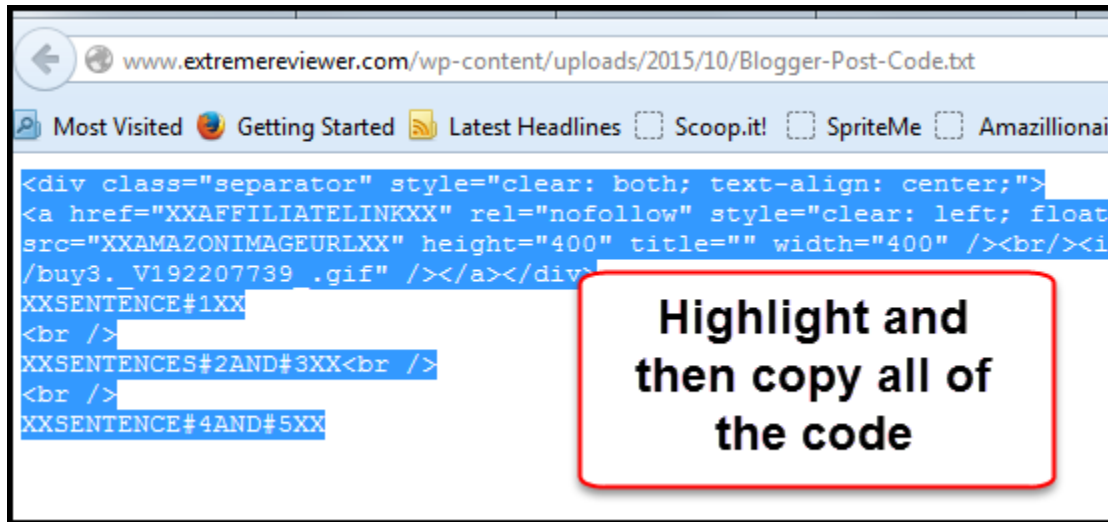
8. By default, Blogger puts you in the Compose editing screen when you create a new post. We want to use the HTML editing screen instead so that we can format our post in a specific way. So, click on the HTML tab in the post editor.



9. This will change how the post editing screen looks by removing some of the formatting options. Your screen should look like this:



10. In another tab in your browser, go to this URL and copy all of the text in that file: <http://www.extremereviewer.com/wp-content/uploads/2015/10/Blogger-Post-Code.txt>

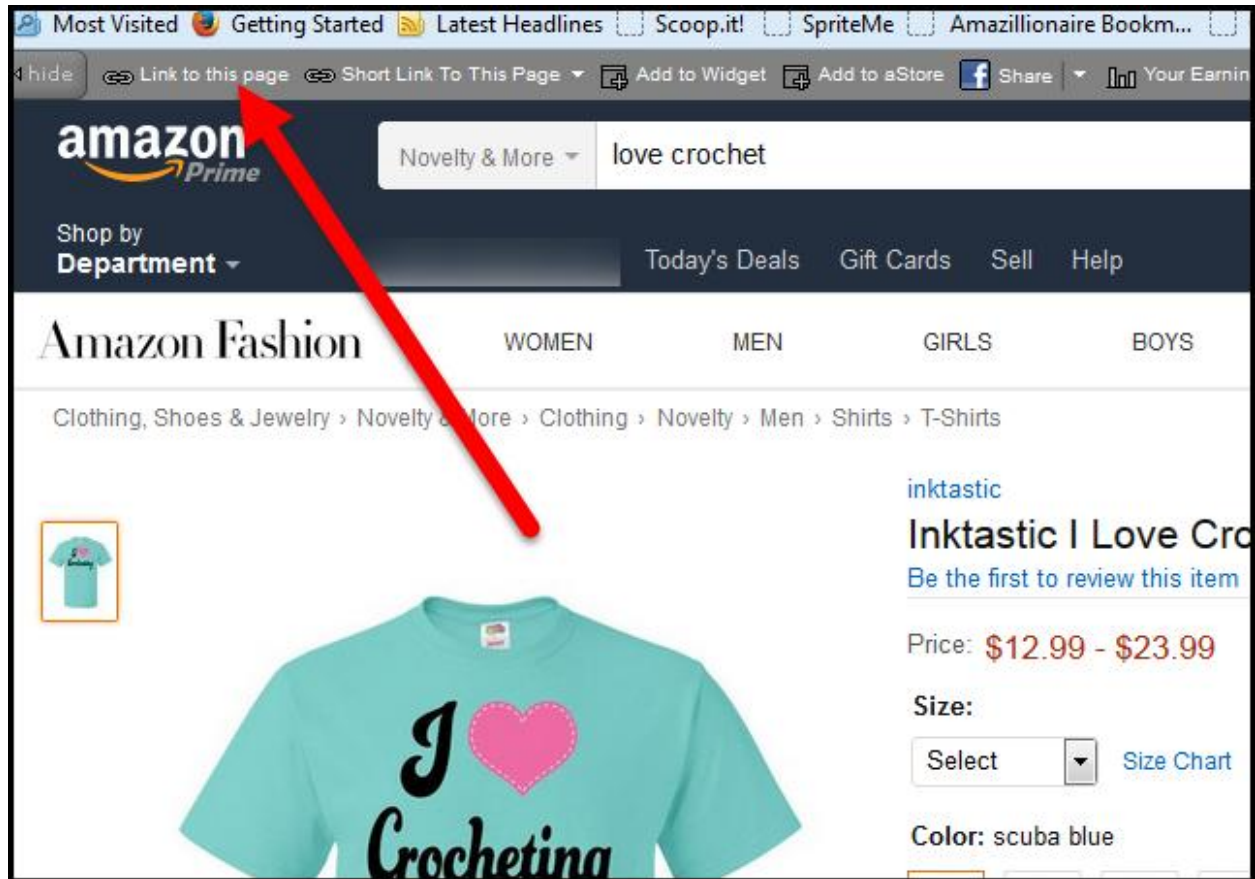


11. Go back to Blogger and paste the code into the post content box

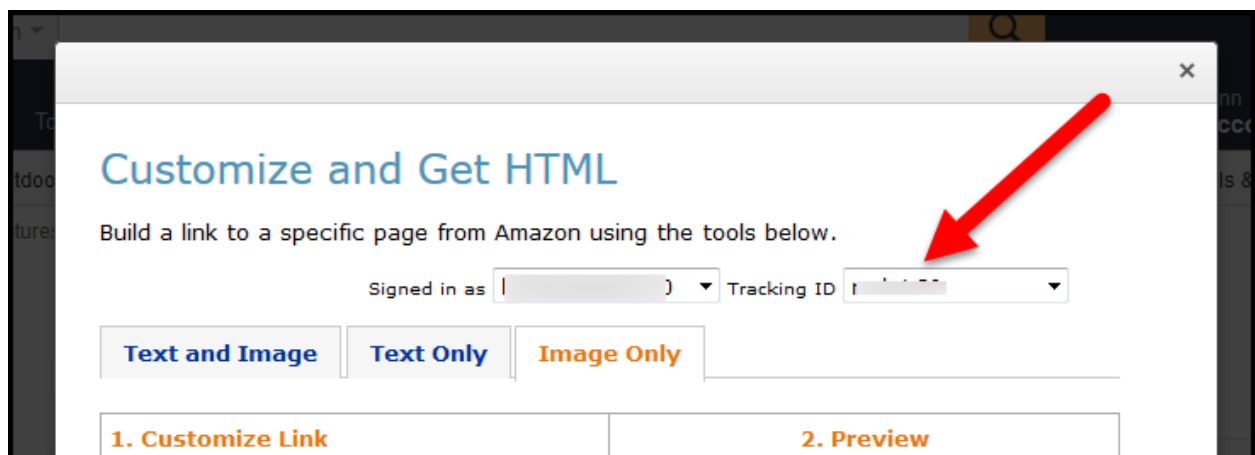


12. Inside the code are some spots marked with pairs of XXs. You need to replace all of those spots with the right information for your product like this:

- a. The first spot to replace is: **XXAFFILIATELINKXX**. You need to get your affiliate link from Amazon and paste it into that space. To get your affiliate link from Amazon:
 - i. If you have Site Stripe enabled, click the Link to This Page link in Site Stripe. If you don't have Site Stripe enabled then, in your Amazon Associates dashboard, go to Settings and click the option to manage Site Stripe. Turn on Site Stripe and go back to the product page for the product you want to include in your post. Click the "Link to this page" link in Site Stripe:

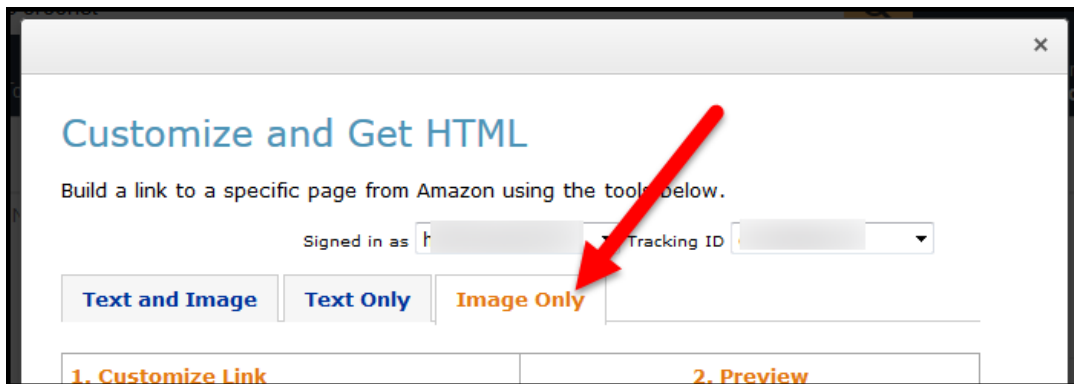


- ii. Use the drop down box to select the tracking ID you created for this site



- iii. Click the Image Only tab (some products don't have an Image Only tab – that makes it harder to get the product image for this style of post – if you run into

this you might look for a different product to promote)



- iv. Amazon provides your affiliate link and the link to the product image **inside** some HTML code but we don't want to use their HTML. We want to use our own HTML so we can add some things – an image alt tag to help with ranking the image in Google Image searches, a larger product image, and a buy button. So, we're **only** going to grab the URLs we need from the code and NOT the whole code. Copy JUST your affiliate link URL from the code. The affiliate link is the first URL that follows the "href" at the start of the code. Highlight that URL only and copy it:



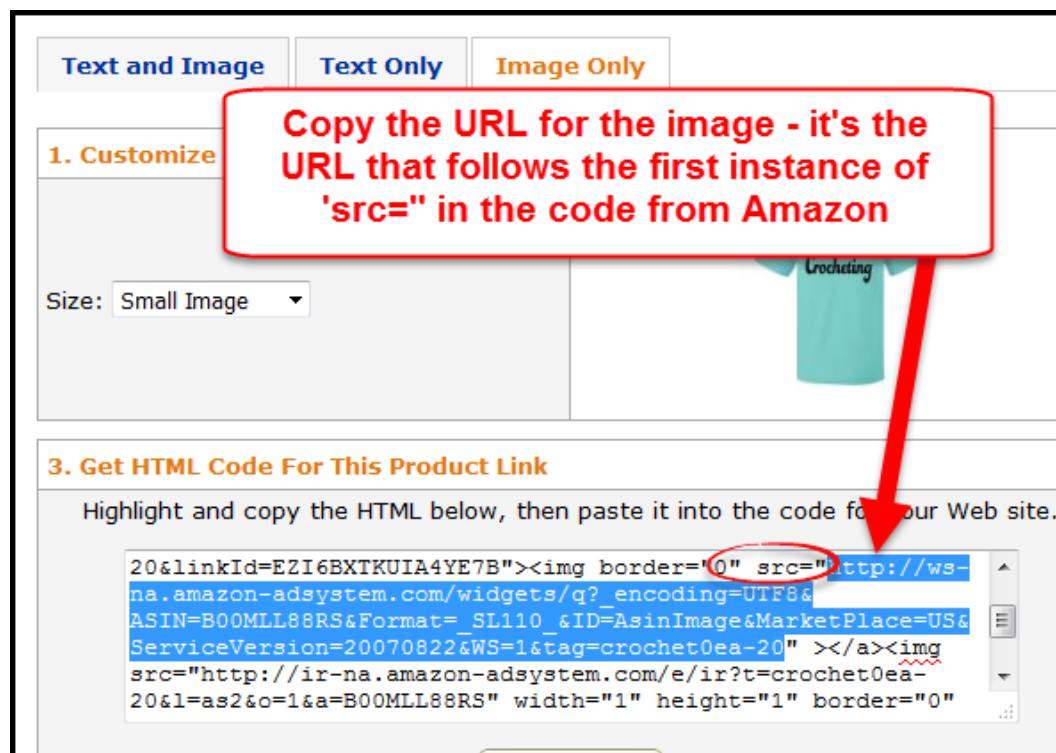
- v. Go back to your Blogger post, highlight the spot marked for your affiliate link and paste the link from Amazon in that spot (be careful to leave the quotation marks around the XXAFFILIATELINKXX line in place – just replace the XXAFFILIATELINKXX phrase):



- b. The second spot to replace is: **XXIMAGEALT TAGXX**. An alt tag is a phrase you use to describe an image so that search engine bots know what is actually shown in the image. With a good image alt tag, search engines can include images in image searches. This means you can rank your post in web searches and also rank your post by way of the image in image searches. To replace this, copy your post title and paste it into that spot but **remove any symbols or characters** from the alt tag. Don't include quotations around phrases inside your post title (it interrupts the code) - don't include periods, exclamation points, commas, or apostrophes. Search engines will still be able to read the information:



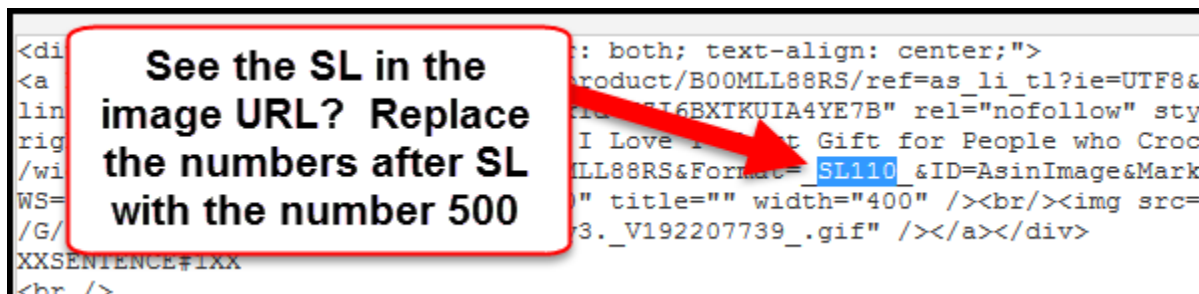
- c. The third spot to replace is: **XXAMAZONIMAGEURLXX**. We want to get the URL for the product image from Amazon and put it in this spot. To get the Amazon image URL go back to Amazon and look for the first 'src=' in the affiliate code box. The URL that follows is the product image URL. It looks like this:



- i. Back in Blogger, highlight the spot marked XXAMAZONIMAGEURLXX and replace it with the image URL from Amazon (make sure to leave the quotation marks before and after the XXAMAZONIMAGEURLXX in place):



- ii. This next part gets a little tricky but inside that image URL from Amazon is a number that defines the size of the image. We want to make the image larger than what Amazon gave us in the code. You need to find that number and replace it with the number 500 so the image will be 500px wide. The number inside the URL almost always follows the letters SL:



- iii. Leave the SL in place (sometimes this is SX or another pair of letters) and replace just the number after it with the number 500 like this (be very careful not to delete any of the other characters in the URL):

ComposeHTMLB I ABC Link

```

<div class="separator" style="clear: both; text-align: center;">
<a href="http://www.amazon.com/gp/product/B00MLL88RS/ref=as_li_tl?ie=UTF8
linkCode=as2&tag=crochet0ea-20&linkId=EZI6BXTKUIA4YE7B" rel="nofollow" st
right: 1em;"><img alt="Aqua Cotton I Love T-Shirt Gift for People who Cro
/widgets/q?_encoding=UTF8&ASIN=B00MLL88RS&Format=_SL500_&ID=AsinImage&Mar
WS=1&tag=crochet0ea-20" height="400" title="" width="400" /><br/><img src
/G/01/associates/remote-buy-box/buy3._V192207739_.gif" /></a></div>
XXSENTENCE#1XX
<br />
YYSENTENCES#2AND#3VY<br />

```

- d. The next spot to replace is: **XXSENTENCE#1XX**. Highlight that spot and replace it with a sentence you write that introduces the product to the reader and include your post title in the sentence:
 - i. **Example:** I heart this aqua, cotton "I Love" t-shirt gift for people who crochet!
- e. The next spot to replace is: **XXSENTENCE#2AND#3XX**. Highlight that spot and replace it with two sentences that further describe the product in your own words. The content MUST be unique. I've confirmed with Amazon that short posts are fine as long as the content is unique. Obviously you may have some of the same words (a mug is a mug is a mug) just describe the product DETAILS in your own words.
 - i. **Example:** It's 100% cotton and comes in other colors, too. The message on the front uses a beautiful, black font and is detailed with a pink heart with a white trim that resembles a sewn stitch.
- f. The next spot to replace is: **XXSENTENCE#4AND#5XX**. Highlight that spot and replace it with two sentences that tell people why this product is fun or appropriate for your niche.
 - i. **Example:** We who crochet love to talk about our craft and a shirt like this opens the door for more discussion. It's fun, colorful, and the design is really unique.
- g. Your content box should look something like this:

```
<div class="separator" style="clear: both; text-align: center;">
<a href="http://www.amazon.com/gp/product/B00MLL88RS/ref=as_li_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=B00MLL88RS&
linkCode=as2&tag=c-20&linkId=E2I6BXTKUIA4YE7B" rel="nofollow" style="clear: left; float: left; margin-bottom: 1em; margin-
right: 1em;"><br/></a></div>
I heart this aqua, cotton "I Love" t-shirt gift for people who crochet!<br/>
<br />
It's 100% cotton and comes in other colors, too.&nbsp;     The message on the front uses a beautiful, black font and is detailed with a
pink heart with a white trim that resembles a sewn stitch.<br/>
<br />
We who crochet love to talk about our craft and a shirt like this opens the door for more discussion. It's fun, colorful, and the
design is really unique.
```

- h. Click on the **Preview** button to see what your post will look like when it is live and make sure everything looks okay. It should look something like this:

Aqua Cotton "I Love" T-Shirt Gift for People who Crochet



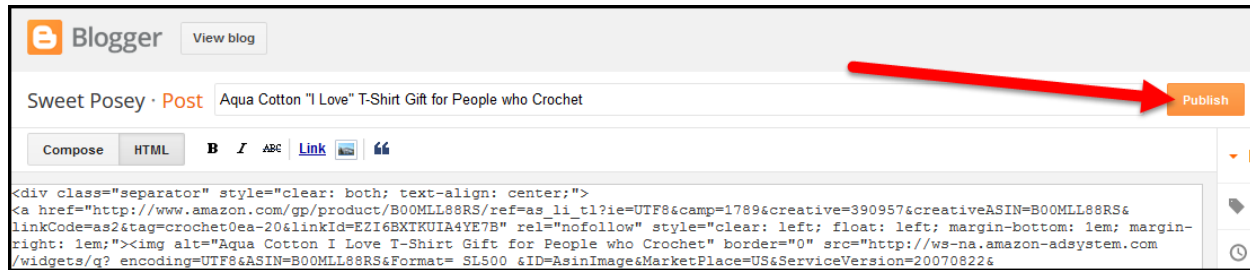
I heart this aqua, cotton "I Love" t-shirt gift for people who crochet!

It's 100% cotton and comes in other colors, too. The message on the front uses a beautiful, black font and is detailed with a pink heart with a white trim that resembles a sewn stitch.

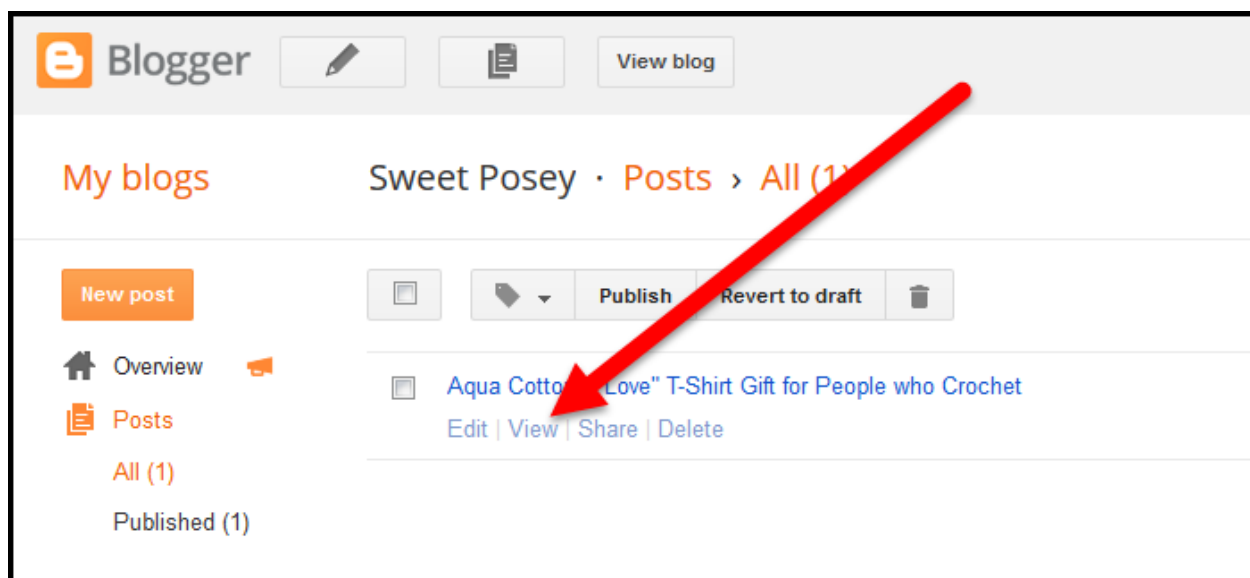
We who crochet love to talk about our craft and a shirt like this opens the door for more discussion. It's fun, colorful, and the design is really unique.



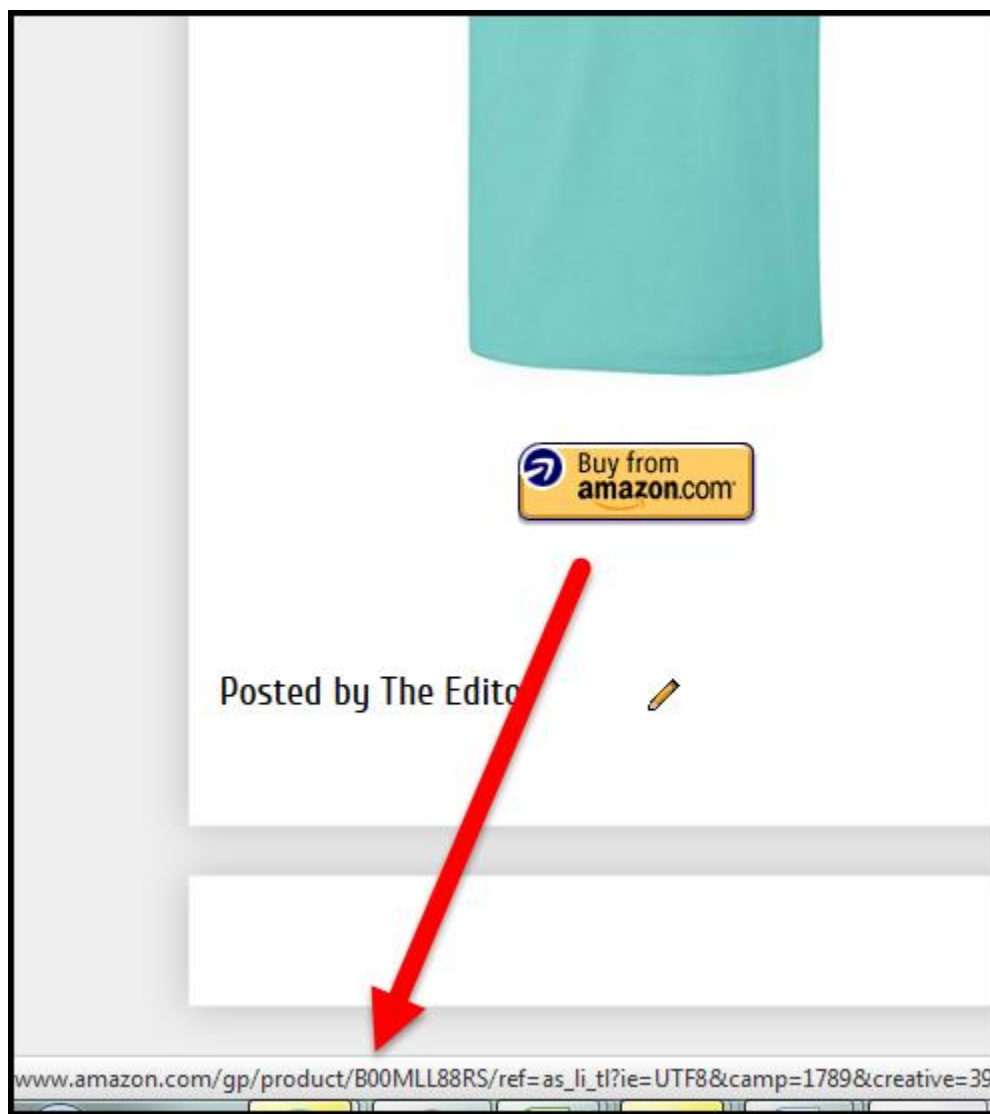
- i. When you're done checking the post, click the **Publish** (or Update) button to the right – a pop up box may appear asking if you want to share your new post on Google+. I usually hit the Cancel button on that box as I don't have Google+ followers who would be interested in my affiliate marketing posts.



- j. Your post is now live and you can click the **View** link under the post title in your list of published posts to see how it looks:



- k. Both the image and the buy button will be clickable and are linked to Amazon with your affiliate link. You can check this by hovering over the product image or buy button and checking to see that your affiliate link is showing in the lower left corner of your browser:



ASSIGNMENT: Publish your first post.

You did it! Your first post is published! Click this link to jump ahead to the next task: [Getting Indexed in Google](#).

DO NOT HAVE AN AMAZON ASSOCIATE ACCOUNT

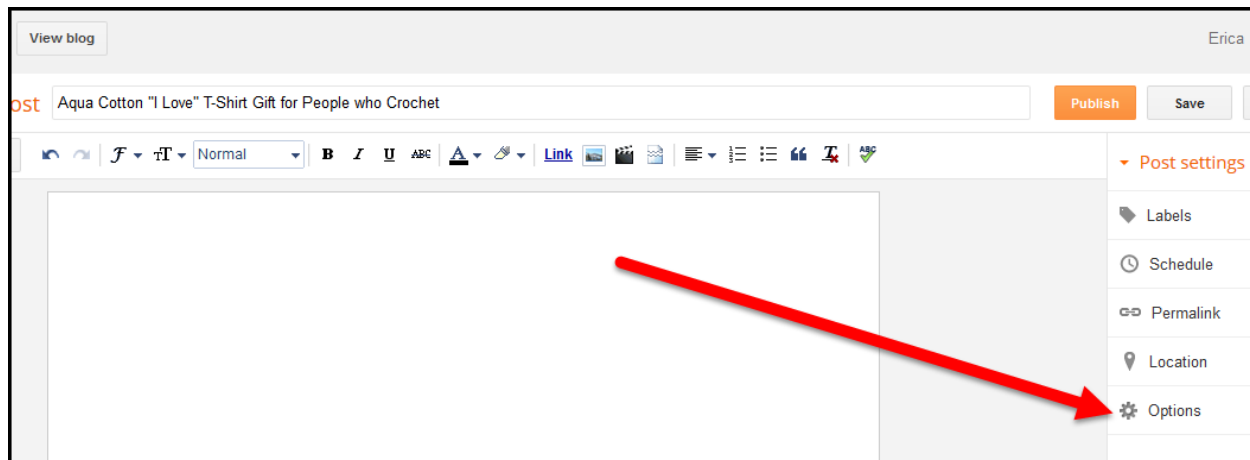
1. In your Blogger dashboard, click the option to add a new post. Depending on what Blogger screen you're on you may see a different button or link for a new post than what's in the image below. If you don't see any option to start a new post then click on the link in the upper left corner for My Blogs and look for the new post button next to the name of the blog you just created.



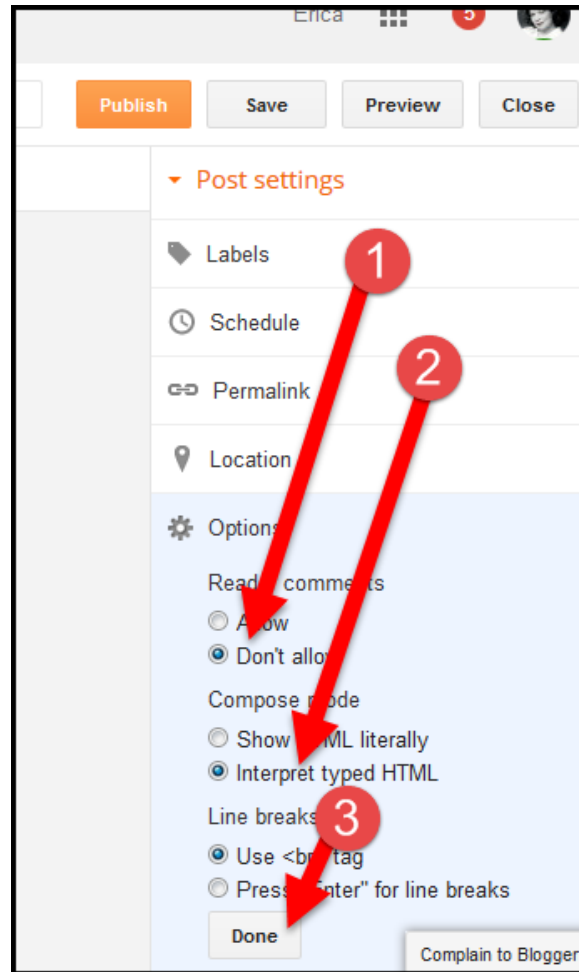
2. Give the post a title – the formula for this post's title is:
ADJECTIVE + SHORT DESCRIPTION + Gift for [NICHE]
 - a. Work in an adjective or two at the start of the post title – DO NOT use the product name from Amazon as the exact title of your post. Amazon is already trying to rank their page for that title so why try to beat them? Instead, think of other ways to describe the product. Consumers search with adjectives: "**small** Chihuahua figurine", "**pink** t-shirt for nurses with funny quote", "**brass framed** inspirational photo", "**extra-large** coffee mug". By working an adjective or two into the post title you'll rank better for related, long-tail search words in Google.
 - b. After your adjectives, tack on a short description of the product – "Women's T-Shirt", "Coffee Mug", "Motivational Poster", "Keychain"
 - c. Put the words "Gift for [your niche]" at the end of the title
 - i. **Example final post title might be:** Aqua Cotton I Love T-Shirt Gift for People who Crochet (the words "aqua" and "cotton" were my adjectives, the words "I Love T-Shirt" describe the product, then I added "gift for people who crochet" to represent my niche)
3. Put your post title in the title field at the top of the post editor screen



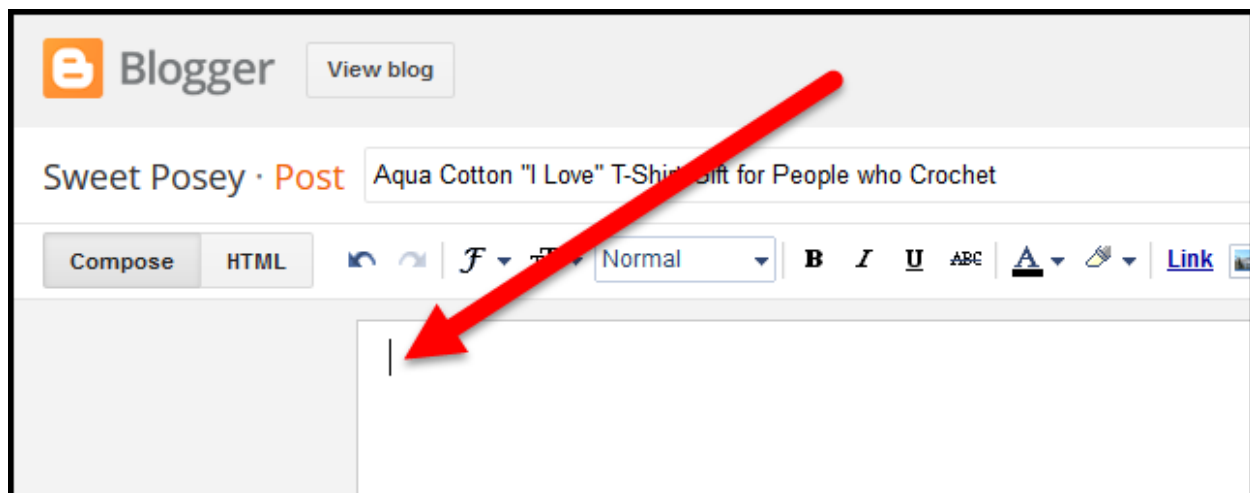
4. Click the Options tab in the right sidebar



5. In the Reader Comments section click the Don't Allow button, in the Compose Mode section click the Interpret Typed HTML button, and then click the Done button

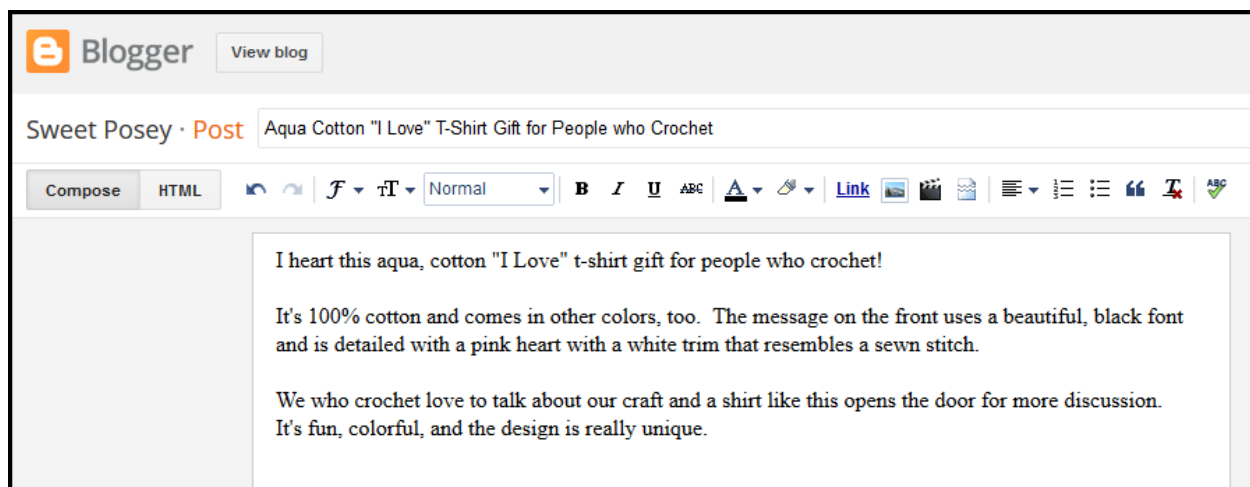


6. Put your cursor in the content box

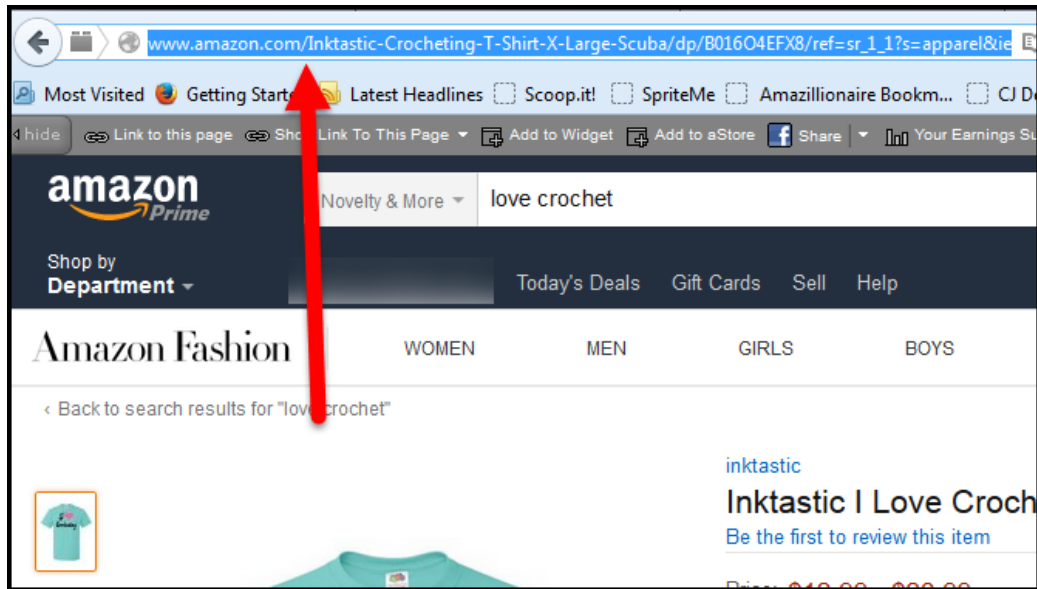


7. Write one sentence that introduces the product to the reader and include your post title in the sentence:

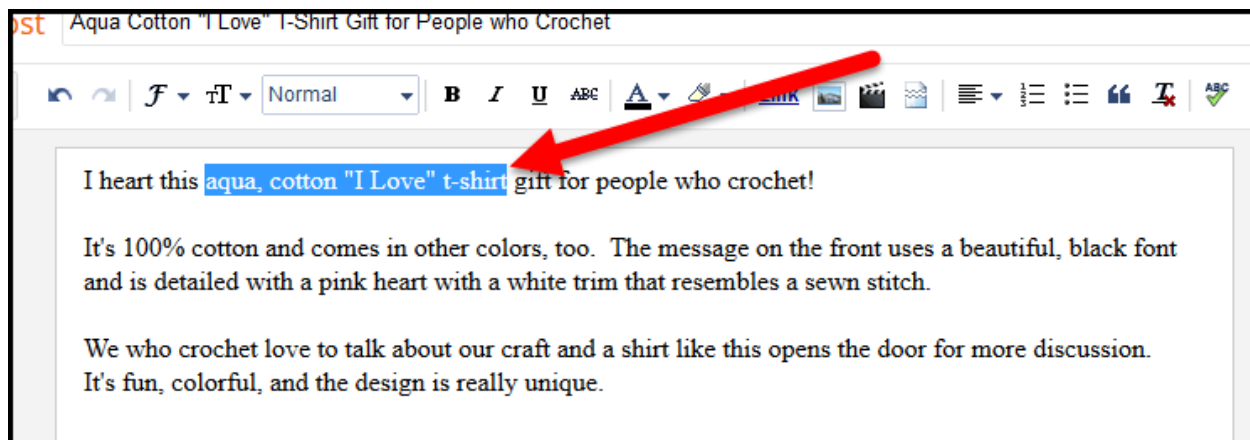
- i. **Example:** I heart this aqua, cotton "I Love" t-shirt gift for people who crochet!
8. Write two sentences that further describe the product in your own words. The content **MUST** be unique. I've confirmed with Amazon that short posts are fine as long as the content is unique. Obviously you may have some of the same words (a mug is a mug is a mug) just describe the product DETAILS in your own words.
 - i. **Example:** It's 100% cotton and comes in other colors, too. The message on the front uses a beautiful, black font and is detailed with a pink heart with a white trim that resembles a sewn stitch.
9. Write two sentences that tell people why this product is fun or appropriate for your niche.
 - i. **Example:** We who crochet love to talk about our craft and a shirt like this opens the door for more discussion. It's fun, colorful, and the design is really unique.
10. Your content box should look something like this:



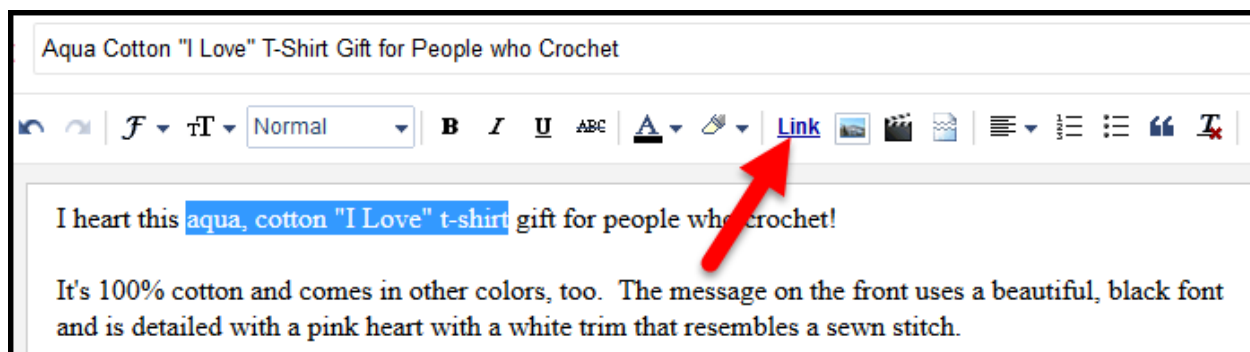
11. Since you're not yet an Amazon Associate, you can't use their product images. You can, though, link to Amazon with a straight (non-affiliate) URL so people could find the product on Amazon. Go back to your browser tab that has the Amazon product page open and copy the link address for the product page



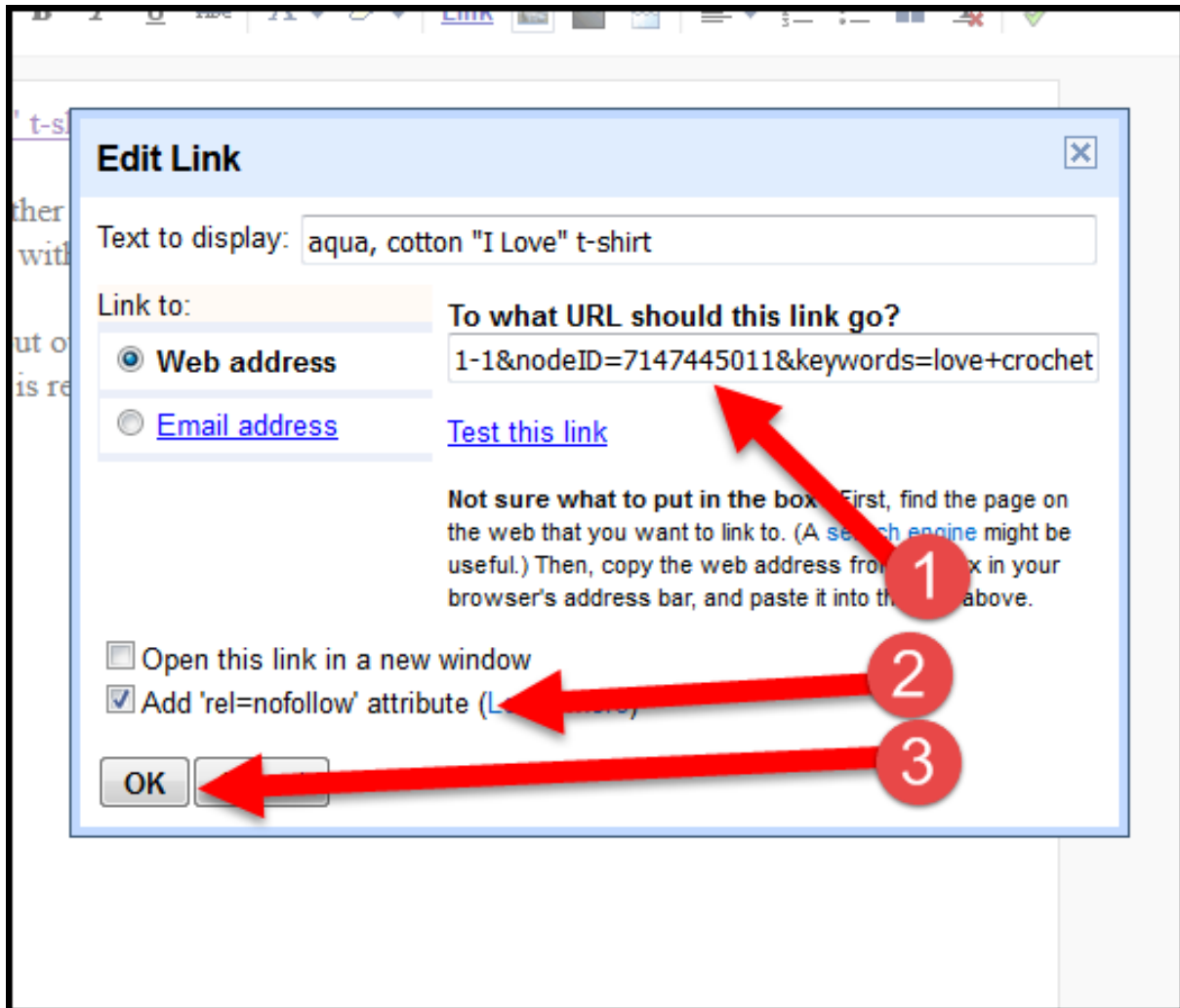
12. Back in Blogger, highlight a couple of words in your first sentence that describe the product



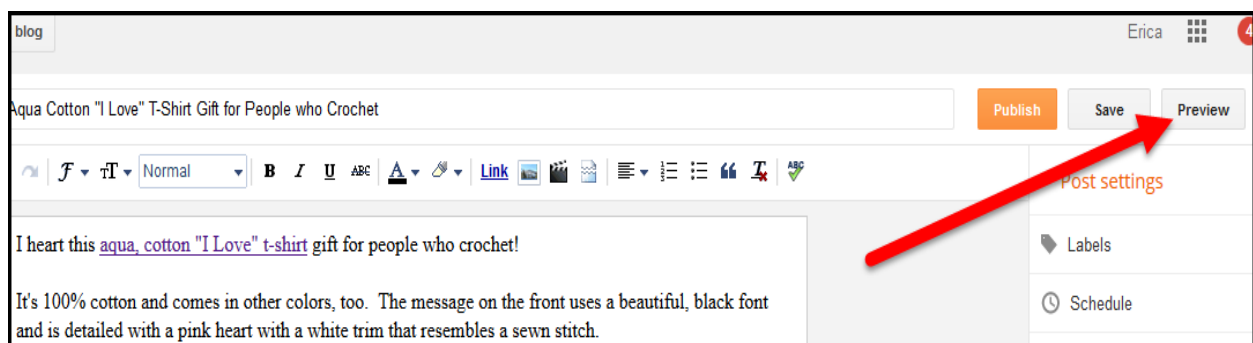
13. Click the Link button in the toolbar



14. Paste the URL from Amazon into the Web Address field, check the box to add 'rel=nofollow' attribute to the link and click the OK button



15. Click on the **Preview** button to see what your post will look like when it is live



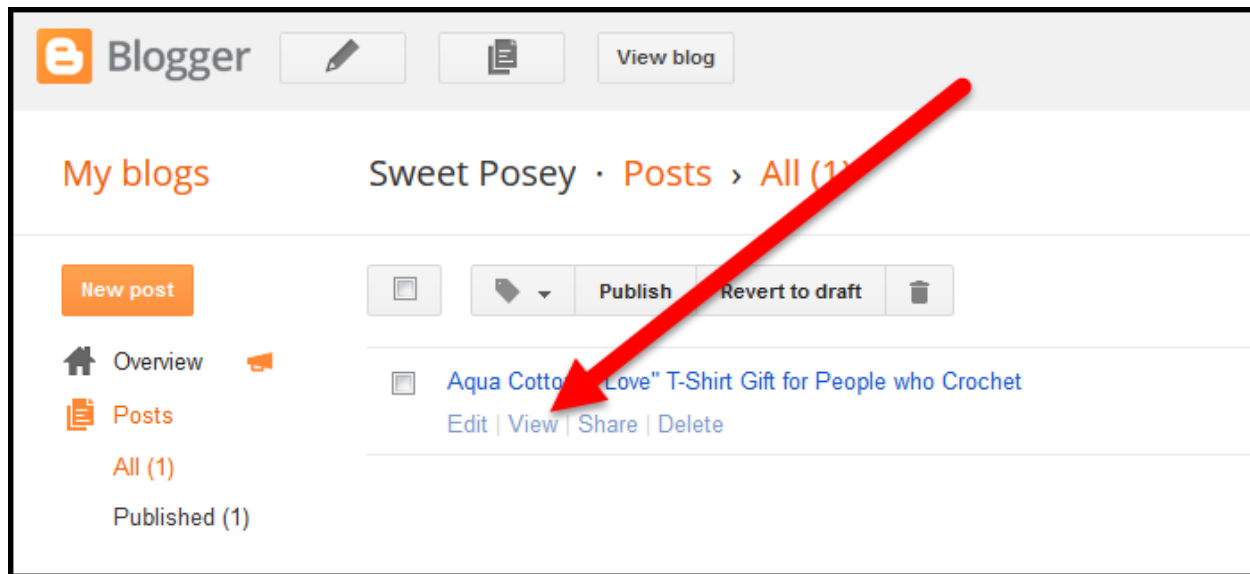
16. It should look something like this:



17. When you're done checking the post, click the **Publish** (or Update) button to the right – a pop up box may appear asking if you want to share your new post on Google+. I usually hit the Cancel button on that box as I don't have Google+ followers who would be interested in my affiliate marketing posts.



18. Your post is now live and you can click the **View** link under the post title in your list of published posts to see how it looks:



ASSIGNMENT: Publish your first post.

You did it! Your first post is published!

Before You Apply for Your Amazon Associates Account

You can use this blog to apply for your Amazon Associates account but you should beef it up with more content first. You should have at least 5 product posts using the instructions above **AND** add at least 5 more posts that do not link to Amazon.

Here are 2 kinds of posts you can include to make up those additional 5 posts:

1. If you have a personal interest in the niche you chose, write a post about how you got interested in this niche. You can insert your own images into the posts, too, for visual interest. Just use the "insert image" icon in the post editor toolbar.

2. Find a video on YouTube that's related to your niche and write a post about that video and why people in your niche would like it. You can click on the "insert video" icon in the post editor toolbar to embed a YouTube video in your post.

Once you have ten posts on your site using this strategy, apply for your Amazon Associates account here: <https://affiliate-program.amazon.com/gp/associates/join/landing/main.html>.

Once you're approved for an Amazon Associate's account, go back and edit all of your previously published posts and refer to the instructions for those who have an Amazon Associates account to insert the images and affiliate links into your published posts.

ASSIGNMENT (if you don't yet have an Amazon Associates account): Publish 4 more product posts and 5 additional posts and then apply for your Amazon Associate account. Once approved, go back to your previously published posts and follow the instructions for those who have an Amazon Associate account to insert images and affiliate links into your posts.

Traffic - Two Minutes to Getting Indexed in Google

Publishing the post is only the first step in getting your content in front of your target audience.

Until Google finds your post and indexes it in their database, no one can find your post.

Fortunately, Google offers webmasters an online tool to use for notifying Google of new content. Using this tool will almost always result in your post getting indexed in Google within a couple of minutes. Cool, right? This means your content can start working for you right away!

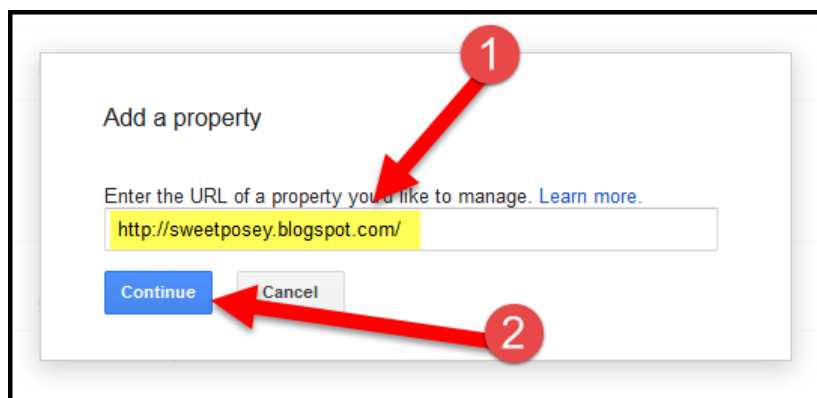
Before you can use this tool you need to add your blog to a Google Webmaster Tools (now called Google Search Console) account.

To add the site to your Google Webmaster Tools account:

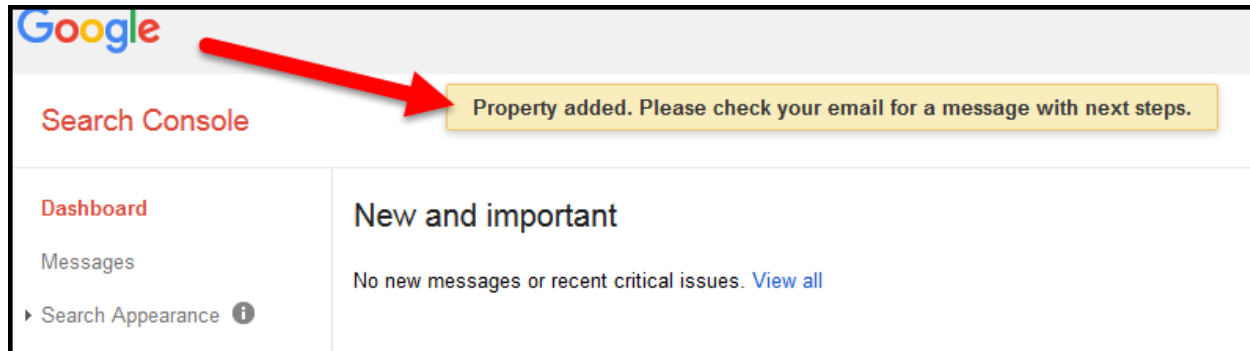
1. Log into Google Webmaster Tools or create a Google Webmaster Tools account here:
<https://www.google.com/webmasters/tools/>
2. Click the Add A Property button



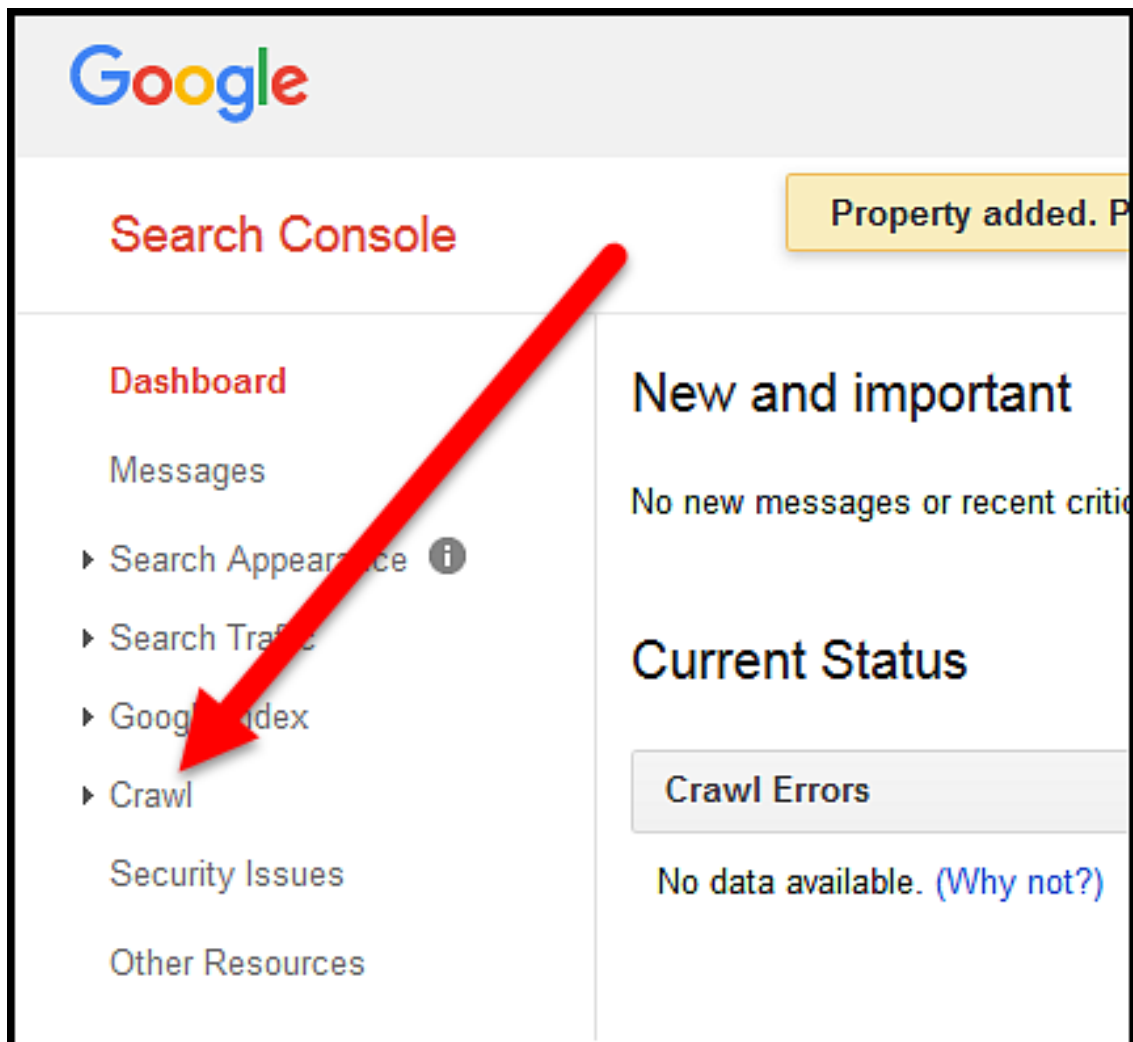
3. Put the URL for your site's home page in the URL field and click the Continue button



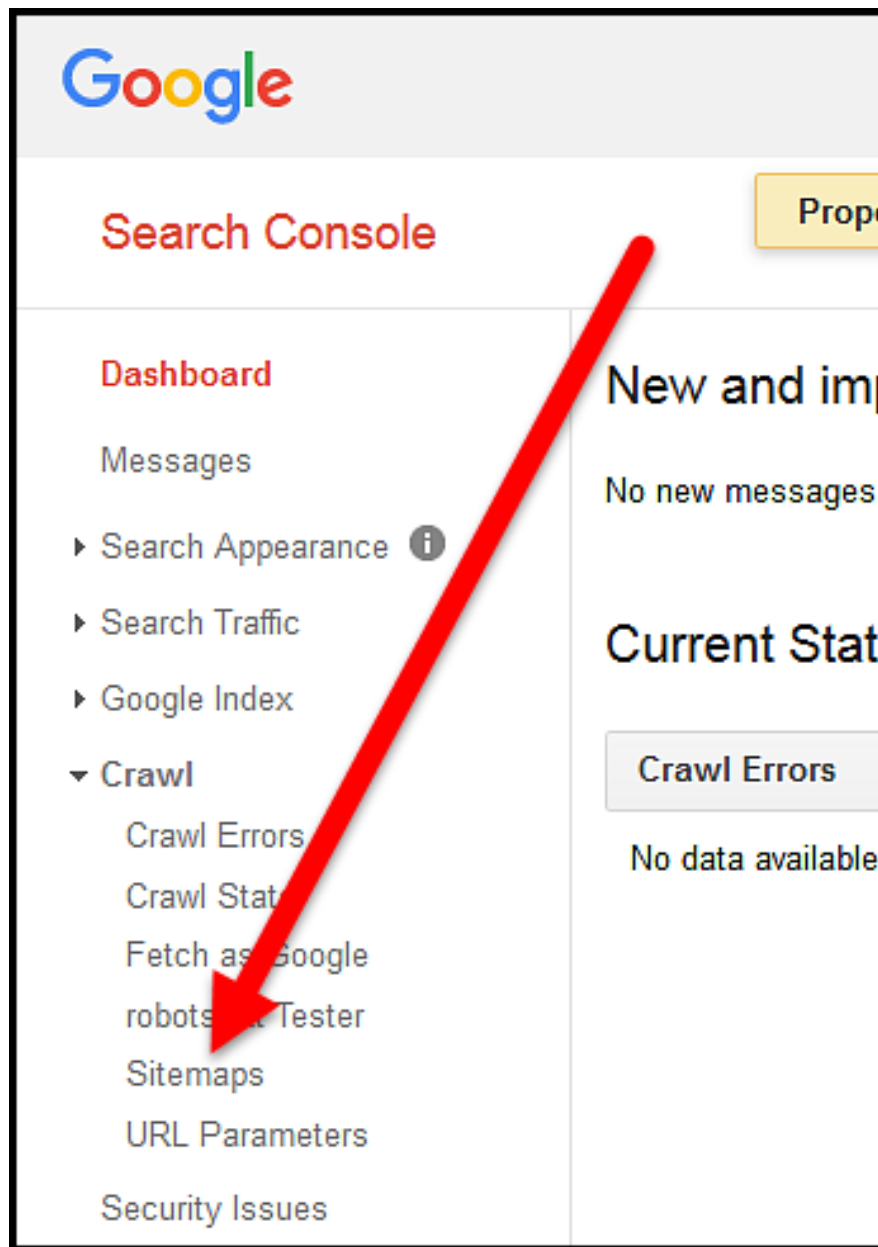
4. You should see a confirmation message that your site has been added and are now on the Google Webmaster Tools dashboard for your site



5. Click the Crawl link in the left sidebar



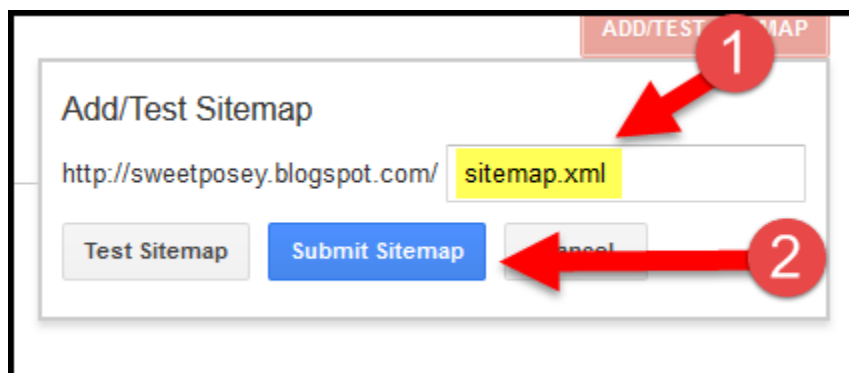
6. Click the Sitemaps option under the Crawl section



7. Click the Add/Test Sitemap button to the right of the dashboard



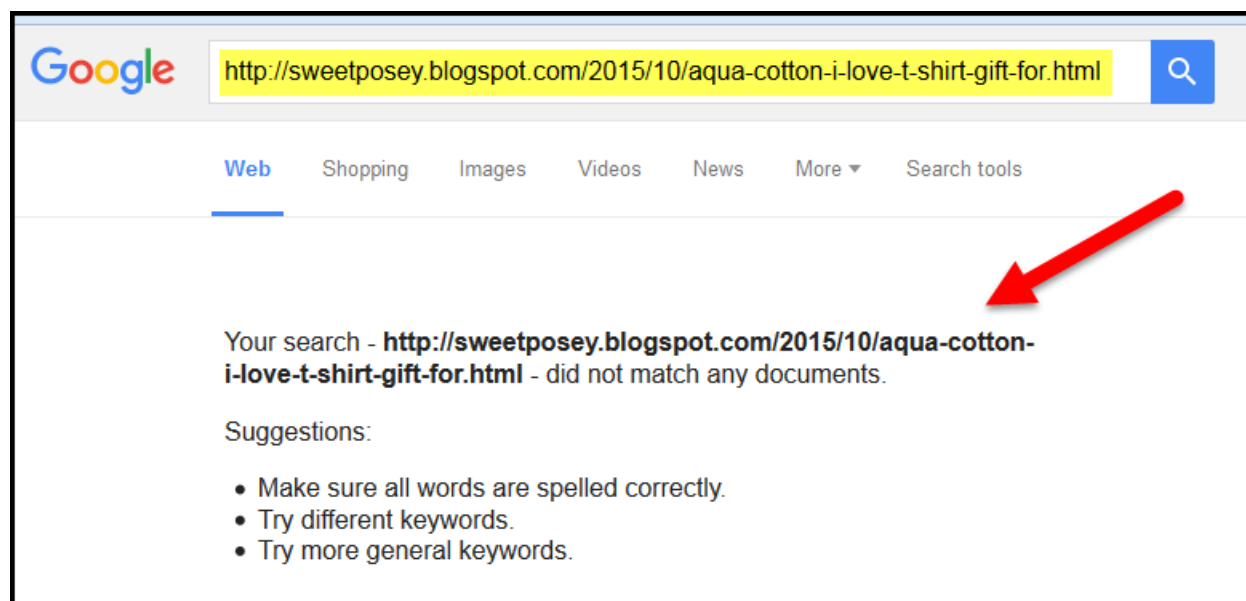
8. Put 'sitemap.xml' in the sitemap field and click the Submit button



You only have to do the above one time. Google will now provide information about your blog and knows how to find your sitemap to help them crawl your site and find your new posts.

However, if we wait for Google to crawl the site, it could take a few days to a week or more for them to include your post in their index. A post can only rank in search engines once it is indexed.

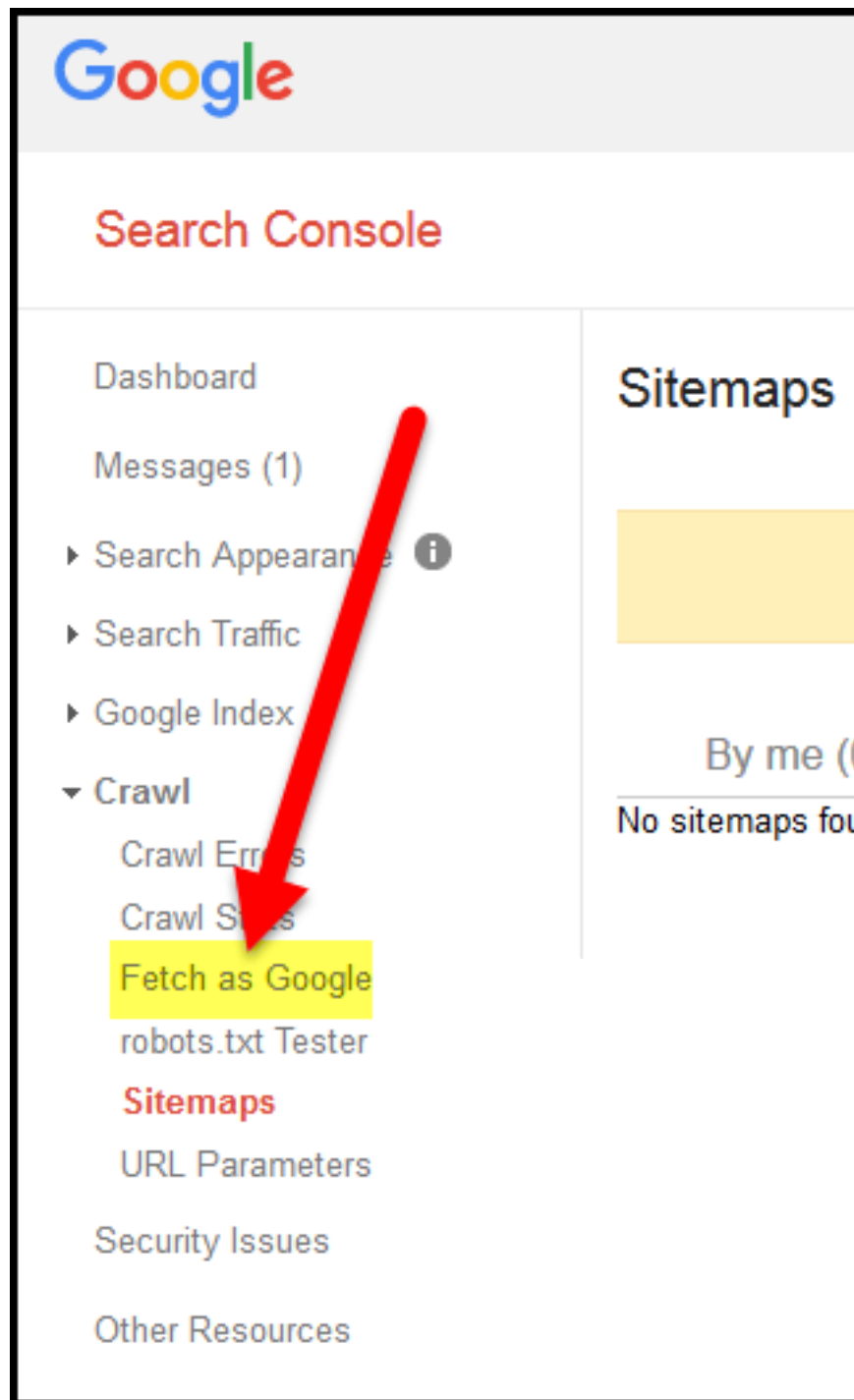
If you do a search in Google for your new post by entering the post URL in the search box and see that your URL does not come up in search results then the post is not indexed:



So, let's use Google's special tool for Webmasters to get the post indexed right away so it can start working for us!

At 4:56am, my new post is not indexed. Let's see how long it takes to get the post indexed.

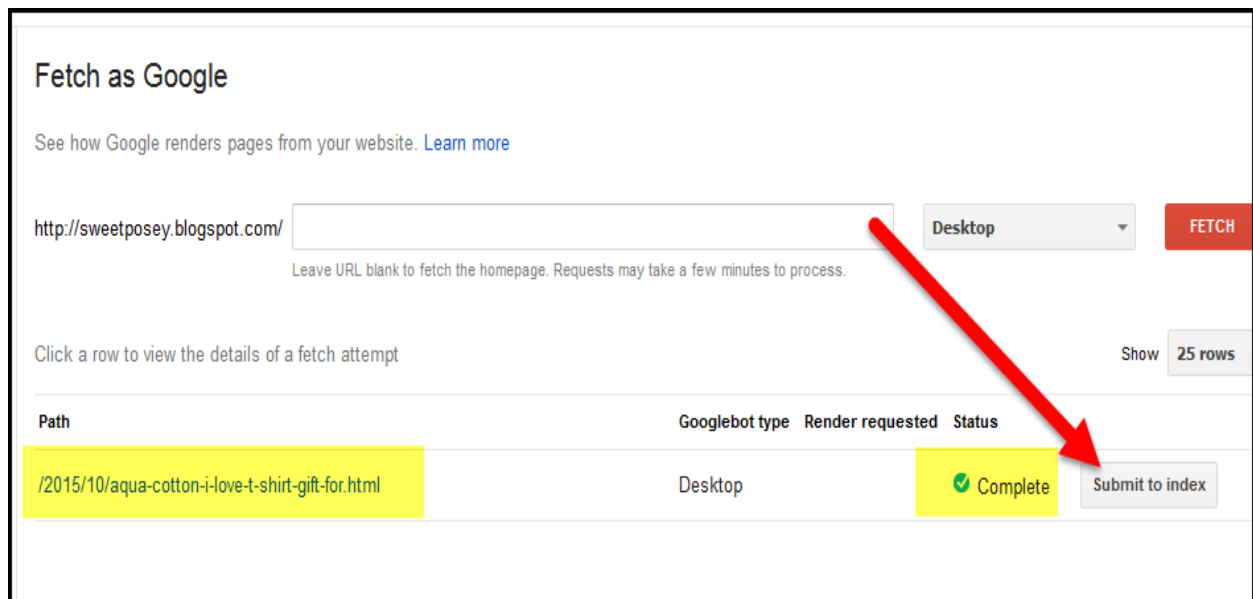
1. Click on Fetch as Google in the left sidebar of your Google Webmaster Tools dashboard



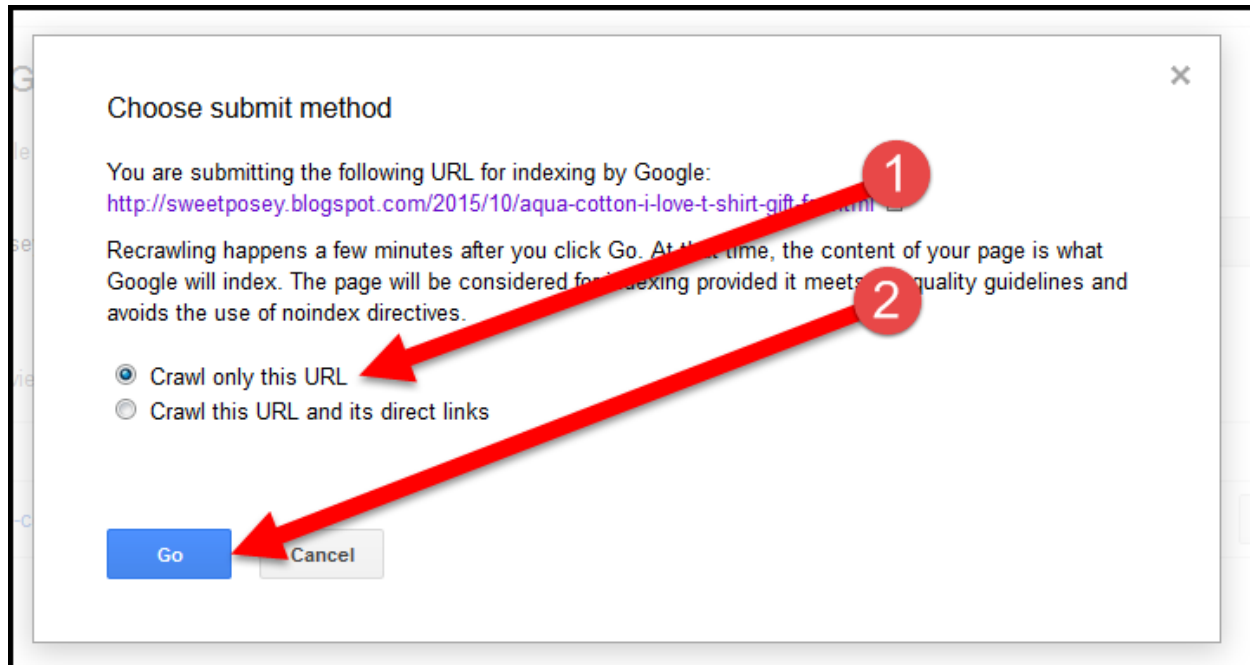
2. Google pre-populates the beginning of your post URL so you only have to enter the last portion (after the .com/) of your post URL in the URL box and then click the Fetch button



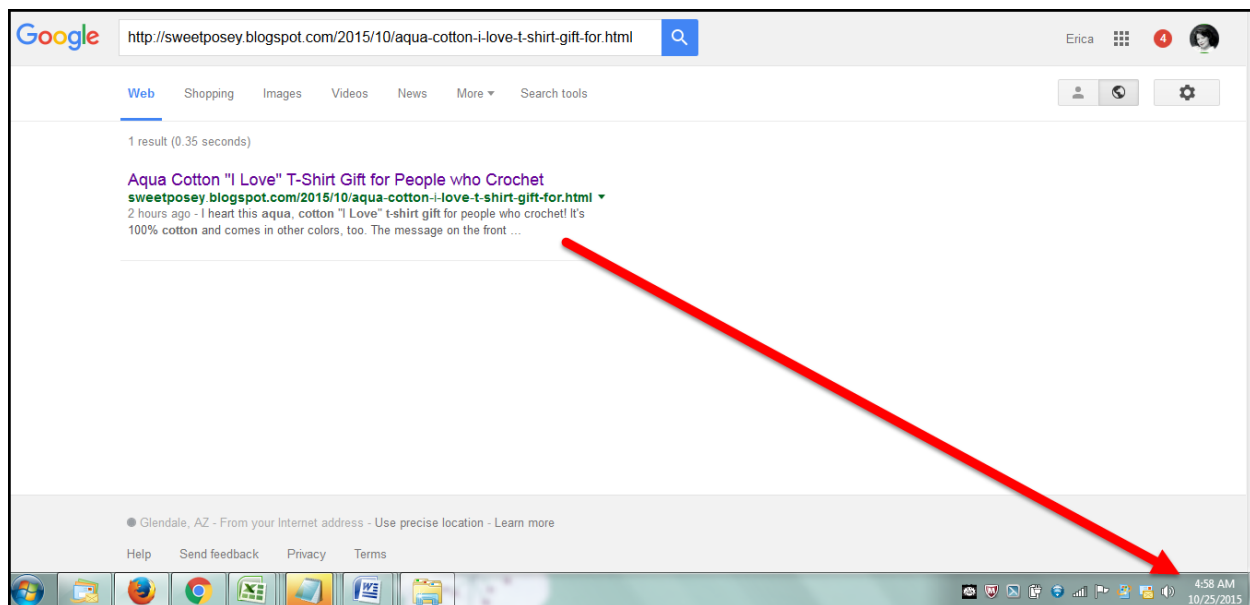
3. You should see the URL show up in the data section along with a green checkmark showing that it was submitted. Click the **Submit to Index** button to the right of the Status column



4. Check the box to 'Crawl only this URL' and then click the Go button



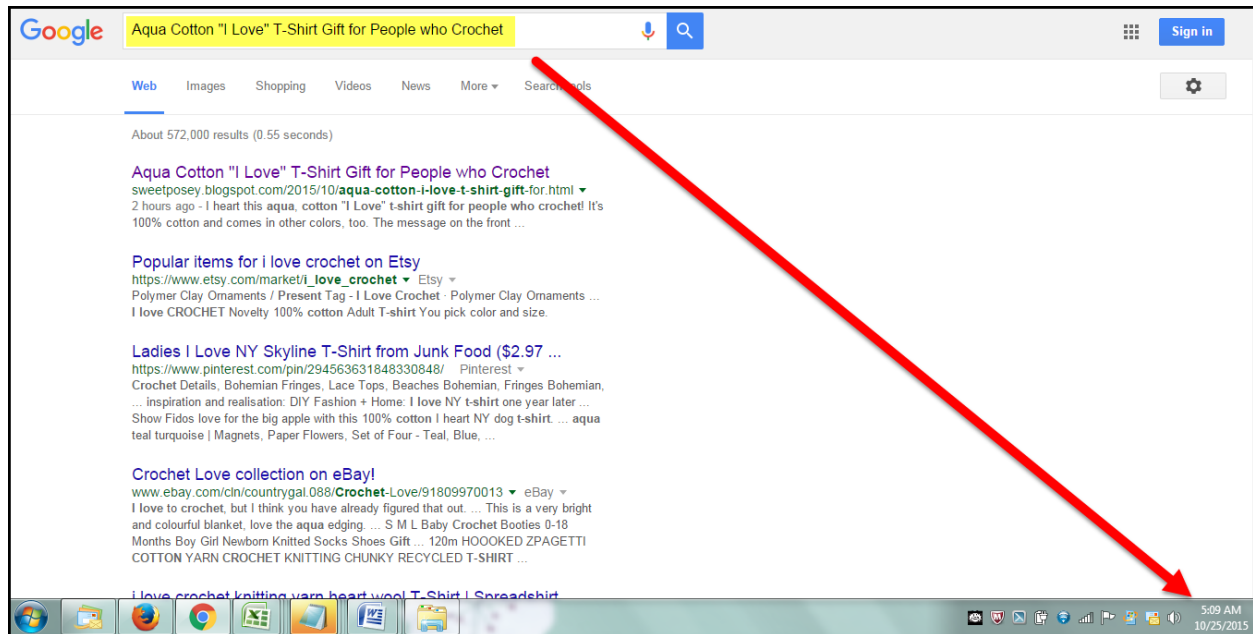
5. Go back to Google and search again for your post by the URL and you should see the URL now shows up in the search results (if it doesn't show up right away, wait a couple of minutes and check again)



Look at that! At 4:56am my new post was not in the Google index but by using Google Fetch it was in the index by 4:58am – 2 minutes to get a new post in the index!

Just because the post has been indexed doesn't mean it ranks on the first page of Google yet. It simply means that Google knows the post exists and can start working on where it should rank.

However, a good test to find out what Google thinks about your post is to search for the post by your post title. By 5:09am I'm in the #1 position in Google for my new post when I search for it using the post title:



That's a great sign!

I'm not trying to fool you – I know there aren't a lot of people searching for "aqua cotton I love t-shirt for people who crochet". However, this is just a start. As the post ages, it can rank for shorter phrases that will get more search activity such as "aqua crochet t-shirt" or even "crochet t-shirt".

On one of my gift sites a post a very long title ranks #2 in Google for a 3 word search phrase that gets more traffic – as well as ranking for 15 other phrases. That's why these short posts can work. They're targeted, they bring in traffic for multiple variations of your post title words, and they very nicely display a great product match with an obvious call to action button Amazon.

It just takes time. Your rankings will improve. You'll rank first for very long-tail phrases and start to move up in Google for shorter, related keywords which means more traffic and more sales for each post.

You should use the Google Fetch process every time you publish a new post. Eventually, Google will crawl your site automatically within minutes of you publishing a new post and then you can stop using Google Fetch.

ASSIGNMENT: Add your site to Google Webmaster Tools, submit your site's sitemap and use Google Fetch to get your first post indexed in Google.

See What You Did?

It's hard to tell with all the detail outlined in the instructions just exactly how this works out to a one hour strategy but here's the outline of what you've accomplished above:

1. Chose a niche – 10 minutes
2. Created a search-engine-optimized, free Blogger blog – 15 minutes
3. Found a product for your niche on Amazon – 5 minutes
4. Wrote 5 sentences about the product – 10 minutes
5. Published a new post using your written content and linking to a product on Amazon – 5 minutes
6. Got the post indexed in Google – 5 minutes

Total: 50 minutes (and that included creating the blog and submitting your blog's sitemap to Google which you only have to do once!)

Scaling it Up

To continue growing your site you simply repeat the process for adding a new post to the Blogger blog you already created. You only need to build a new blog if you want to build one for a different niche.

This strategy requires that you create a LOT of posts. Your income will be in direct proportion to the number of posts you create.

Change Up the Post Title Formula

Don't use the same post title formula every time. You don't want to put the word "gift" or the phrase "gift for [your niche]" in every post title.

Here are two additional post title formulas you should alternate into your strategy:

- **ADJECTIVE + SHORT DESCRIPTION**
 - This leaves out the word "gift" and the phrase "for [niche]"
 - **Example:** Aqua Cotton "I Love Crochet" T-Shirt
- **ADJECTIVE + SHORT DESCRIPTION + "for [SYNONYM FOR YOUR NICHE]"**
 - This uses a synonym for your niche so you target other terms people use when searching for gifts in your niche
 - **Example:** Aqua Cotton "I Love" T-Shirt for Crocheters

See how those examples changed from the original post example title "Aqua Cotton "I Love" T-Shirt for People who Crochet"?

Target More Expensive Products

Different kinds of keywords and more expensive products require a different approach for your post content. I use the [Ninja Reviews strategy](#) to create detailed reviews when promoting more expensive products for higher commissions in my niche. That method is used to target "reviews" keywords. Doing review posts is one of the most consistent, highly converting post types in my arsenal. If done correctly, a single review post can earn more than \$10,000.

Improve the Visitor Experience and Traffic

Once you have lots of posts you might look at using post Labels (a Blogspot feature) to organize your posts into categories, customize a navigation menu to make it easier for visitors to find related posts by category, add a custom header image), and drive more traffic from social sites ([Pinterest](#) [Pinplosion](#) can work for this kind of site, too, for example).

Keep adding new posts and you'll soon become a source of excellent gift ideas for your niche and will rank for multiple phrases per post!

Sincerely,

Erica Stone

Erica@extremereviewer.com

Amazon Expert at [Online Business Insiders](#)